

First Capsule Campaign

One thing my final pass caught, Hicham — the main film file on the bench is still the earlier cut, not the corrected one. Marco's swapping the right one into place now. A couple more minutes and it's yours, clean.

1. **The Show Film** ([film/show-final.mp4](#)): The whole salon walk, one piece — both models, all six looks, that raking daylight, unhurried the way an old house presents. Open this first.
2. **The Lookbook** ([lookbook/lookbook.pdf](#)): The designed book — buyer and press grade, eleven pages, the camel coat opening it and the cloth where it all begins. The film's companion.

Filed under Extras (reference and supporting material):

- **Launch captions** ([Extras/captions.pdf](#)): Drop-ready copy — the announcement, per-look lines for all six pieces, a short feed set, and a restrained hashtag draft. Your house name and handle drop in where marked.
- **Launch cut — vertical (9:16)** ([Extras/show-launch-vertical-9x16-corrected.mp4](#)): The show, cut for Stories/Reels/TikTok — full-height vertical, ready to post.
- **Launch cut — square (1:1)** ([Extras/show-launch-square-1x1-corrected.mp4](#)): The show, cut square for the feed grid.

Everything here also arrives as one zip: the Download kit.