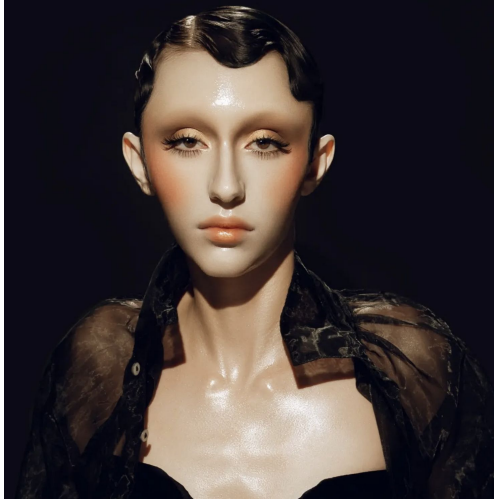


EASTEAM

Models



River Rose



Romina De León

Makeup

Makeup: Halloween (Dark)

- Smokey eye (blurry)
- Special Effects MU
- Bold lip (red, dark red)
- Lip liner

Makeup: Halloween (Light)

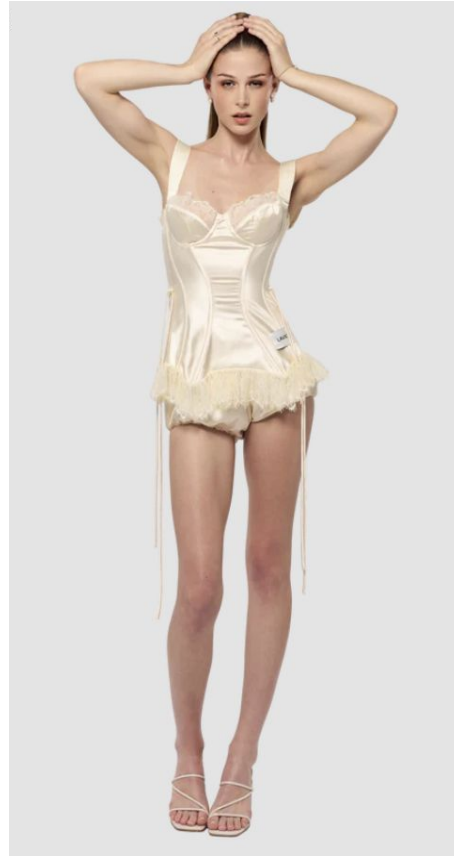
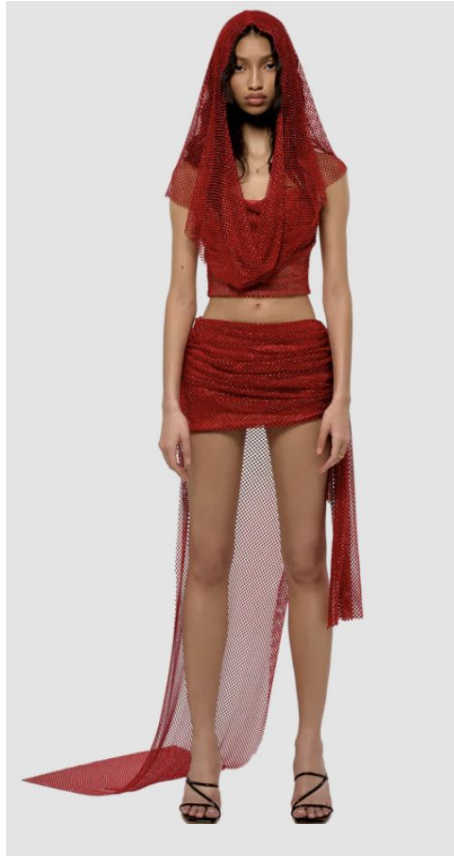
- Soft (white, Gold)
- Glowey
- Strong Blush/Light Blush
- Lip Gloss

Halloween Looks

-Regina
George
Audio

-Lip
Syncing

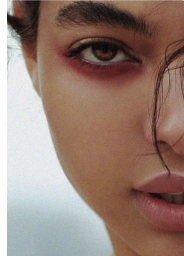
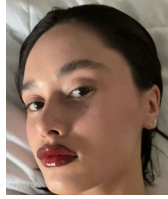
-Treat or
Trick



-Lip
Syncing

-Treat or
Trick

Model #1 Devil



Model Info:

Roma

H: 5,7

B:38

W:26

7.5

Accessory: red
horns
Silver shoes

HMU: Eyes:
Shimmery/Matte Red
Eyeshadow,
Lip: Deep Red Matte.

Model #2 Angel



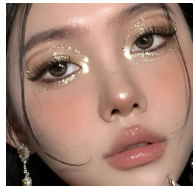
Model Info: Willow
H: 5,9 B:29.5 W:23
8.5



Accessory:
White feathered wings
White fluffy shoes



HMU: Gold Shimmer &
Sparkles on Eyes, and
Add Highlights on face
Lips peach color and
glossy lip.

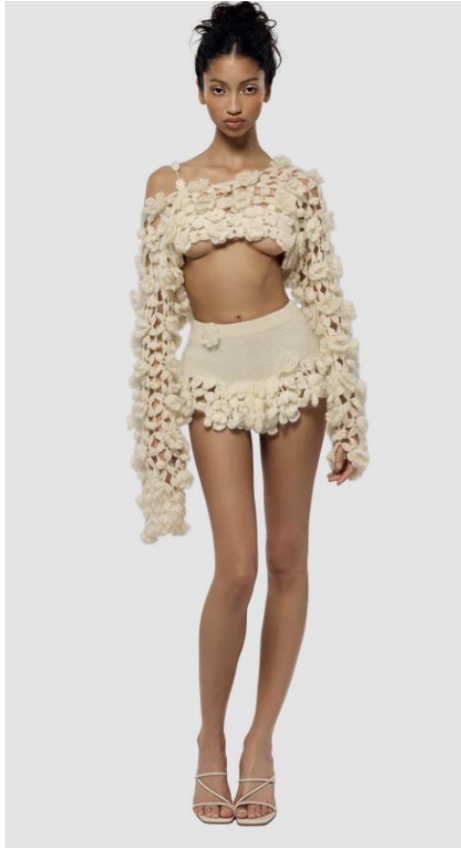


Halloween Looks

-Makeup
transition

-Brushing
Hair

-Cocktails



-Makeup
transition

-Brushing
Hair

-Cocktails



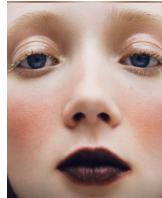
Model #2 Mummy



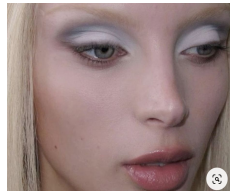
Model Info: Willow
H: 5,9 B:29.5 W:23
8.5



Accessory:
White leg bands
White fluffy shoes

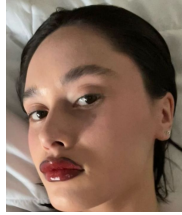


HMU: chalky white
eyeshadow, Dark Lips
Matte.





Model #1 Dead Showgirl



Model Info: Roma

H: 5,7

B:38

W:26

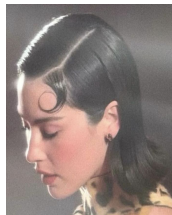
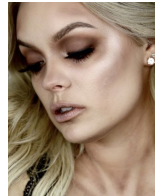
7.5



Accessory: Headpiece

with feather

Gold shoes



HMU: Contour the
cheeks,neck and
collarbone smokey
eyes and eyeliner

Locations

-Scarlett's apartment (100 E 53rd St, 10022)

-Big subway station (5th Ave Station)

-SoHo street (any)

Campaign Shoot Location Layout

Inside

- Cocktail teaching (Halloween Drink recipe + gummies)
- Transition video (unready to ready)
- Bathroom Combing Hair touching up makeup w/o expressions
- Regina George scene

Outside

- Trick o Treat on Subway
- Lip Syncing on the streets

Timeline

September 26th: 3 pm - 9 pm

- 3 pm : Models arrive
- 3:10 pm - 3:25 pm : Record the before for the transitions
- 3:25 pm - 3:40 pm : Fitting (Mummy & Showgirl outfit)
- 3:40 pm - 3:50 pm : Record the after for the transition
- 3:50 pm - 4:20 pm : Cocktails video
- 4:20 pm - 4:45 pm : Bathroom combing video
- 4:45 pm - 5:50 pm : Models HMU & Fitting (Devil & Angel)
- 6:00 pm - 6:40 pm : Regina George
- 6:40 pm Head out to film outside content
- 6:55 pm - 7:30 pm : Lip Syncing on the streets
- 7:40 pm : Head to subway station
- 7:45 pm - 8:45 pm : Trick or treat subway
- 8:45 pm - 9 pm : Wrap up and come back to Scarlett's apartment

Cocktails inspo (River Rose & Roma)

Recipe:

cocktail 1 cup cranberry juice
1/2 cup apple juice
1 apple chopped
1/2 cup blackberries
1/2 cup raspberries
1/2 cup blueberries

Props:

Glass, ingredients

Notes:

-filmed in the kitchen
counter/sofa
-cheers at the end and have a sip
of the drink



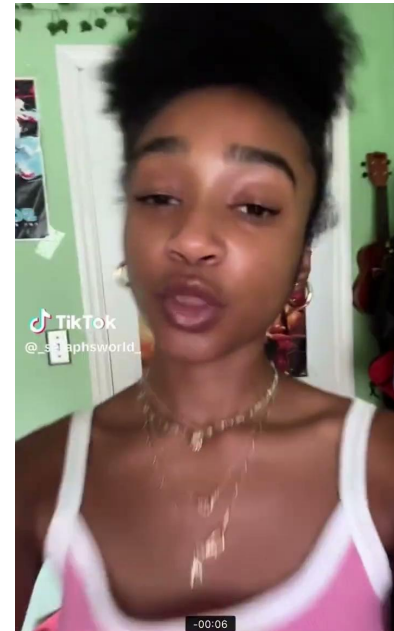
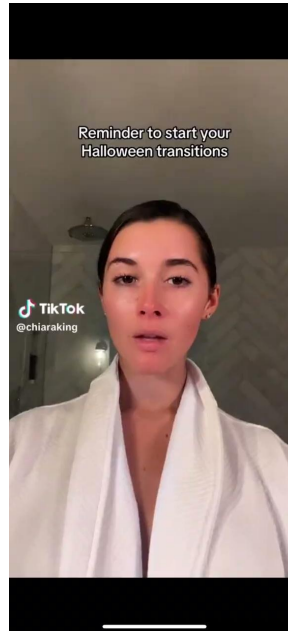
Transition inspo (River Rose & Roma)

Video will start with models not ready and then after a transition the finished outfit will be shown on camera.

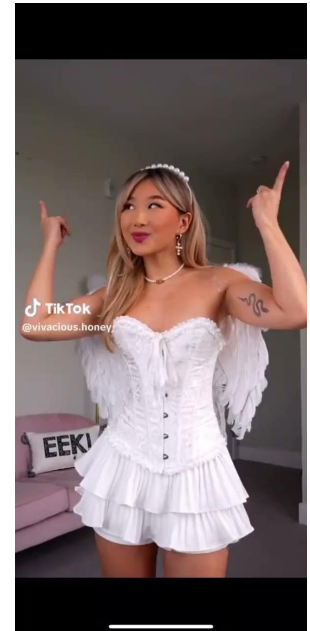
Notes:

-Need good lighting

GRWM for Halloween



Angel+Devil



Bathroom combing inspo (River Rose & Roma)

The model whose hair is being brushed is under a spell.

Notes:

Deem lights, one model brushes the other model's hair, face expressions shown on the pictures.

Props:

Comb, mirror.



Trick or Treat inspo (River Rose & Roma)

Notes:

Models need to learn the lyrics,
camera needs to move fast by the
end of each transition, camera
flash needs to be on, flirty
attitude, pointing to the camera

Props: Assorted Candies, mini
microphone, Pumpkin Basket



Regina George inspo (Roma)

Notes:

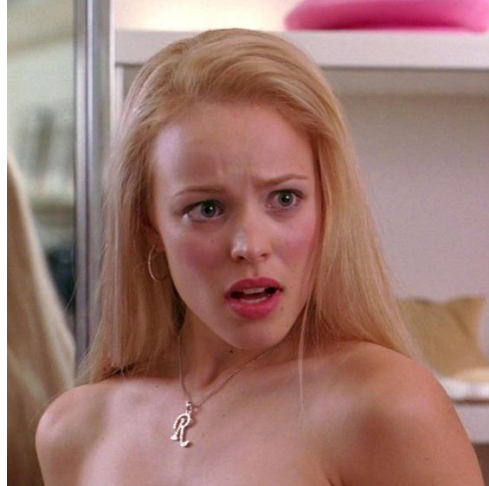
Sassy attitude, exaggerated hip movement when walking, script needs to be memorized

Props:

Shoulder purse, R necklace, Silver hoops

Video example:

[Video](#)



Regina George Script

Only the black parts:

-Regina wait! I didn't mean for that to happen

-To find out that everyone hates me? I don't care

-Regina, please! Regina, stop!

-No! Do you know what everyone says about you? They say that you are a homeschooled jungle freak whose a less hot version of me. Yeah, so don't try to act so innocent. You can take that fake apology and shove it right up your hairy...

Lip Syncing inspo (River Rose & Roma)

Notes:

Models need to learn the lyrics, camera needs to move fast by the end of each transition, camera flash needs to be on

Props:

Cellphone, sunglasses, a rose, purse.

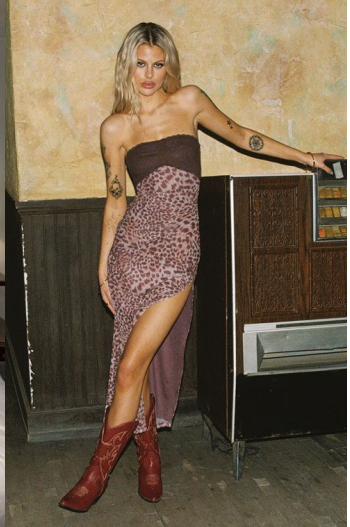
Facial expressions: roll eyes, slide off a wall, head on the forehead, frown eyebrows

Video inspo:

[First video](#)

[Second video](#)





Halloween Captions

-Spell

-Not Your Boo

-The Only Treat You Need

-Your Fairytale Ending

-Fell From Heaven

-It's Wicked Out Here

-If Looks Could Kill
(Devil)

-About Last night

-Drinks On Me

-Eyes On Me

-Clever As A Devil

-Chungs and kisses

-Your daily
serving

-Pour decisions

-I don't complain, I just
wine

-xoxo

-Trick or drink

-Buy me a drink?

-Whiskey Business

Hashtags

#GirlsRoom

#Halloween

#Halloween 2024

#StarGazing

#HalloweenCostumes

#Afterhours

#HalloweenInspo

#Cheers2U

#CostumeIdeas

#CustomeInspo

#GirlsNightoutdiaries

#IconicCustome

#HalloweenTiktok

#HalloweenTok

#SpookySeason

#Spookyszn

#HalloweenMakeUp

Accessories/props

Outfits

Angel wings: [link to angel wings](#)

Devil horns: [link to devil horns](#)

R necklace: [link to necklace](#)

Hoop earrings: [link to hoop earrings](#)

Leg bands: [link to Leg bands](#)

Head piece: [link to Head piece](#)

Cocktail

-Gummies: [link to gummies](#)

-Cranberry juice

-Apple juice

-2 Apples, raspberries, blueberries and blackberries.

Sound options for the videos

[Google Drive folder](#)