

CHARLES
& KEITH

PHOEBE LIEW
1909788

PORTFOLIO
2022 - 2023

INTERNSHIP PORTFOLIO

CHARLES
& KEITH

JOB SCOPE

PORTFOLIO
2022 - 2023

CREATIVE CONTENT (STUDIO) INTERN

- Create content across social media platforms including social media posts and web articles
- Conceptualise and assist video and photo productions
- Research and propose studio moodboard guidelines and themes for the following season
- Manage weekly shoots by coordinating logistics and ensuring all resource needs are met



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& KEITH

PORTFOLIO
2022 - 2023

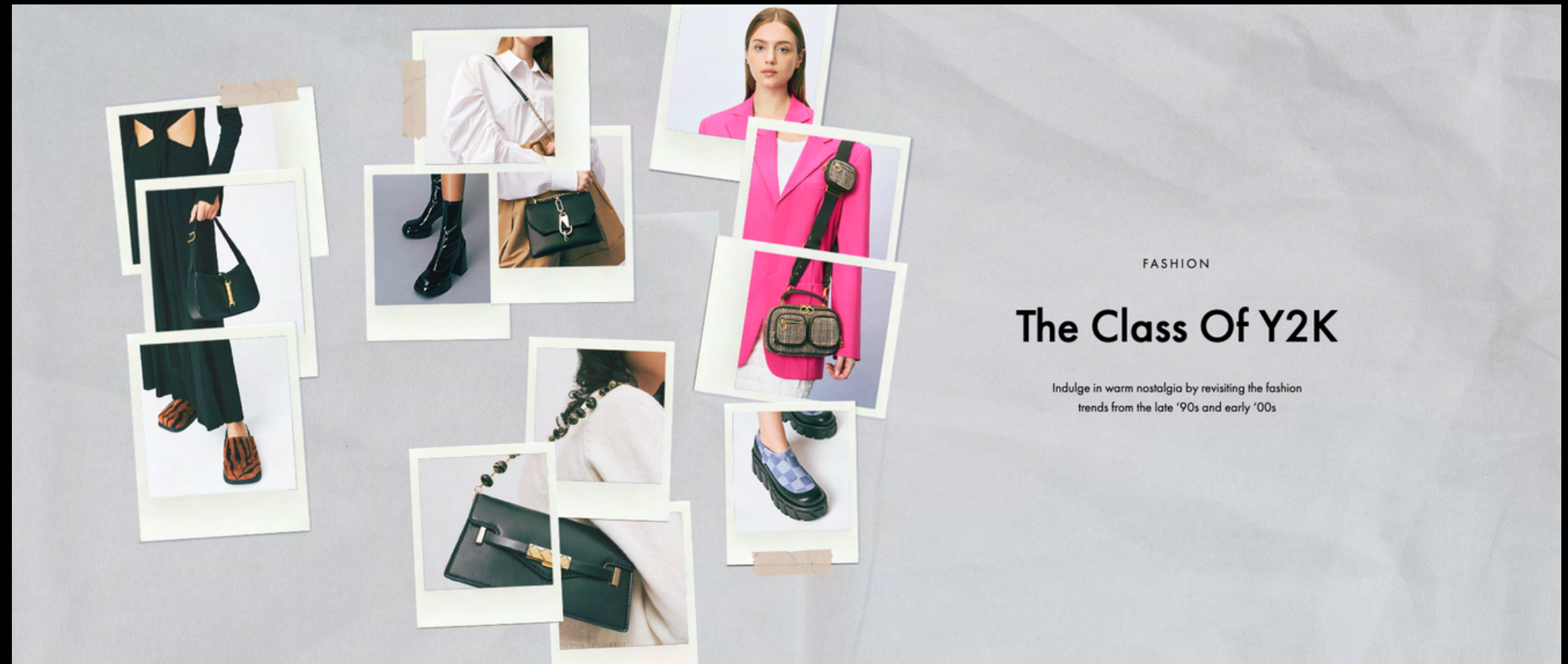
NOTABLE PROJECTS



PROJECT N.1 BLOGS

Blogs is a way for the brand to showcase its large range of products. For their individual sections, they can be based on events (eg. festival, holiday) or fashion trends (eg. hardware, animal print). Consumers who read the blog will be able to find the style of product they are looking for and purchase it easily. This will help boost sales.

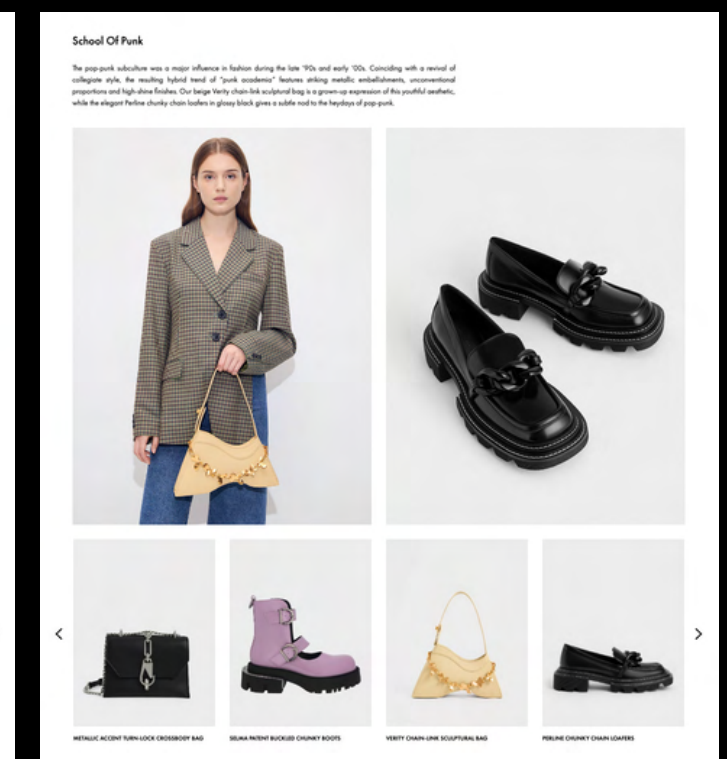
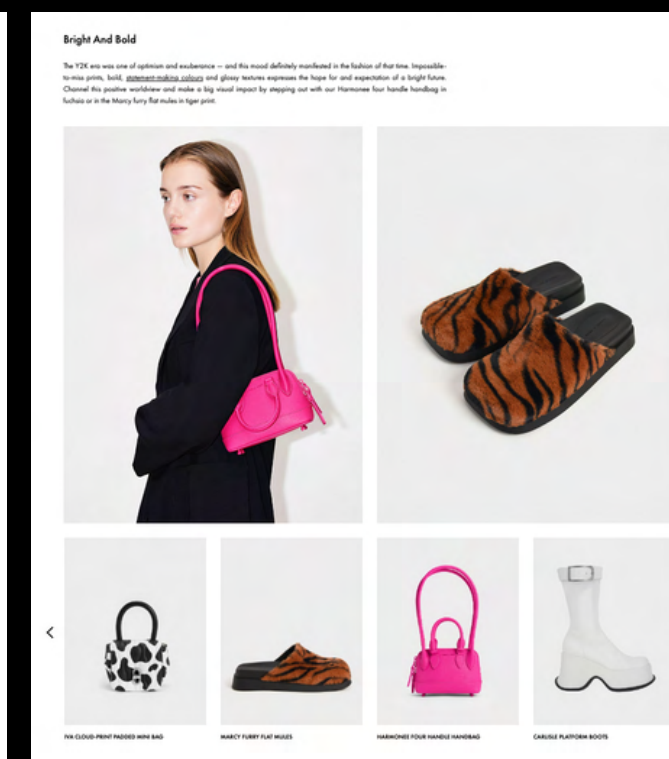
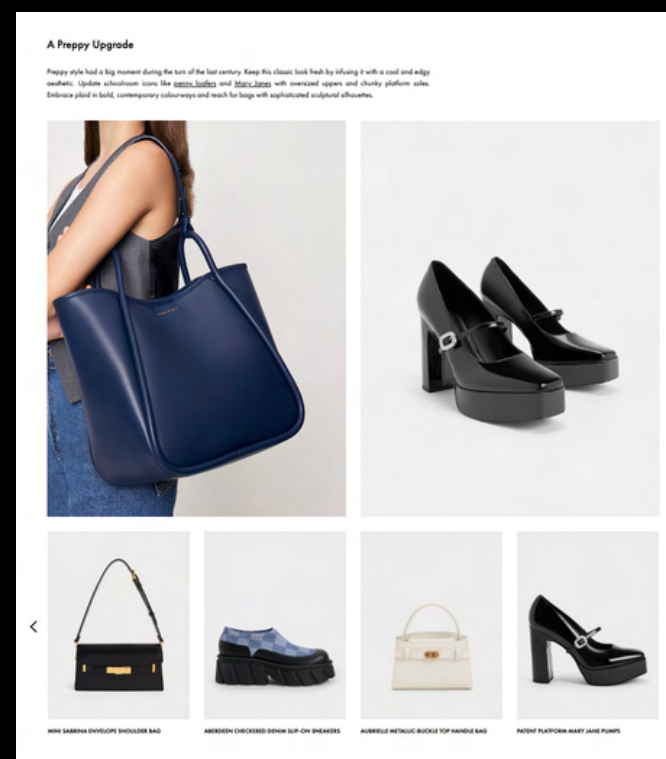
For 'The Class Of Y2K', the brief was to create a story revolving trends from the 2000s.



FASHION

The Class Of Y2K

Indulge in warm nostalgia by revisiting the fashion trends from the late '90s and early '00s



<https://www.charleskeith.com/sg/edits/trending-now-the-class-of-y2k.html>

PROJECT N.1

BLOGS

- Blogs come from ideas that are proposed in our season's moodboard meeting
- Extensive research is made by looking at competitors' runway shows and current/upcoming trends
- Product selection is made using C&K's products
- Each blog consists of 3 sections, which is made through multiple revisions with my supervisor
- Each section has a short summary that I must brief copywriters for them to understand better

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Y2K COLLEGE

SUMMARY

The continuous rise of interest in Y2K allows consumers to reminisce back to their school days or favourite iconic movies such as 'Clueless' and 'Mean Girls'.

FIRST SECTION – MODERN ACADEMIA / NEW PREP

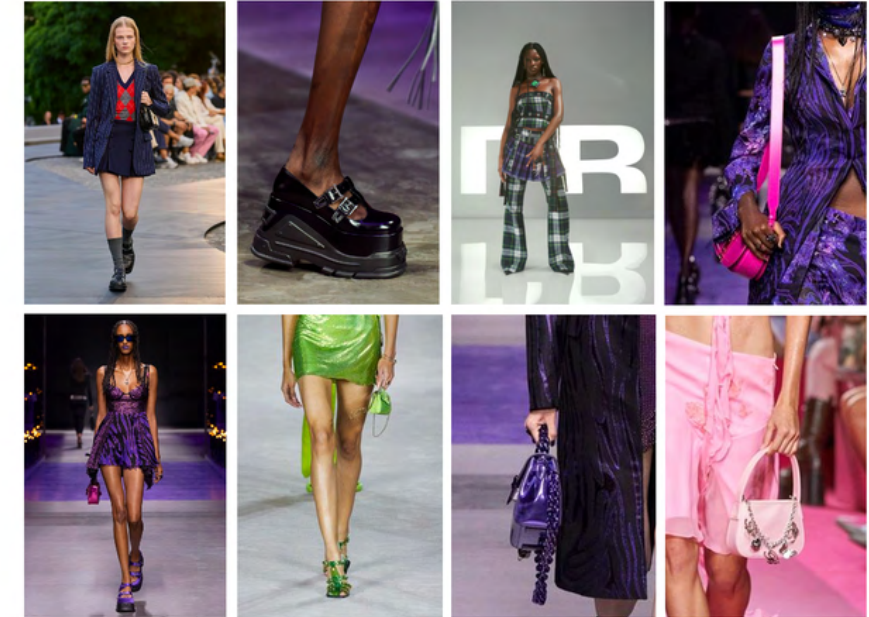
Mix up the prettiness of gingham with dark embroidery and details to add a directional, youthful feel. The classic Penny Loafer and Mary Janes are updated with an edgier aesthetic for a more contemporary feel. Oversized uppers and chunky cleated soles are key details to add a statement flair.

SECOND SECTION – BOLD NOSTALGIA

Unexpected bold prints, bright statement colours, and leather surfaces elevates shine and sparkle while adding youthful touches to vintage looks.

THIRD SECTION – PUNK ACADEMIA

Combine the emerging Pop Punk revival with academia-inspired pieces for a fresh take on collegiate ranges. Fashion's boundary pushers can explore unexpected metallics, unlikely proportions and high-shine textures.



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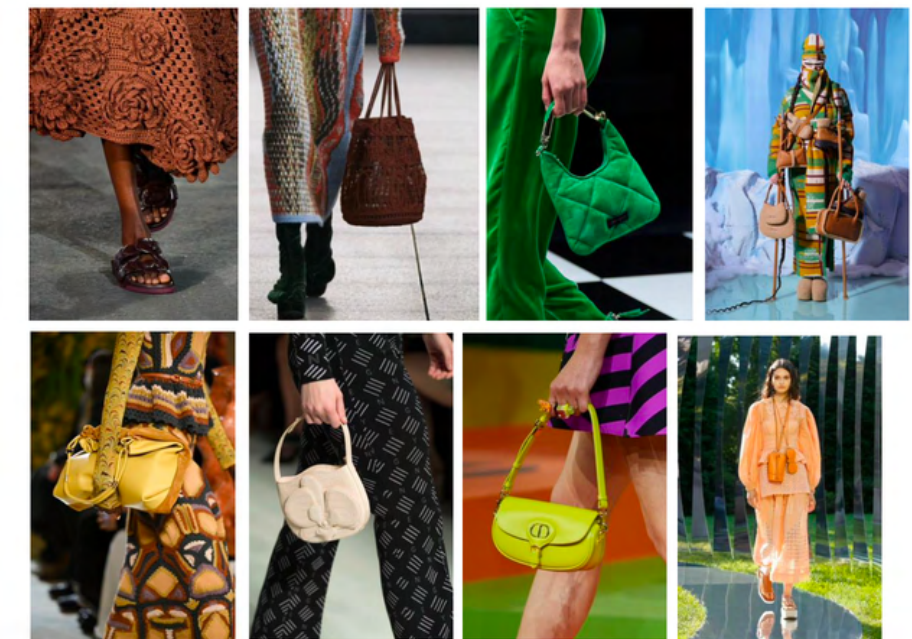
NATURE

Incorporating the textures of nature, feelings of calmness, and trendy earthy neutrals into everyday life. Leading them to appreciate our natural sceneries as they match with the colours of nature.

The chunky sandals and woven bags resemble tree barks and branches. The rugged look ties in perfectly for any fun and adventurous event.

For comfort and relaxation, slip into fuzzy slippers and soft textured bags.

Dress up in autumnal colours as the crunch of the orange and red leaves carpet the parks and streets. Take a walk in the fresh air while the sun beams and sets the most beautiful light.

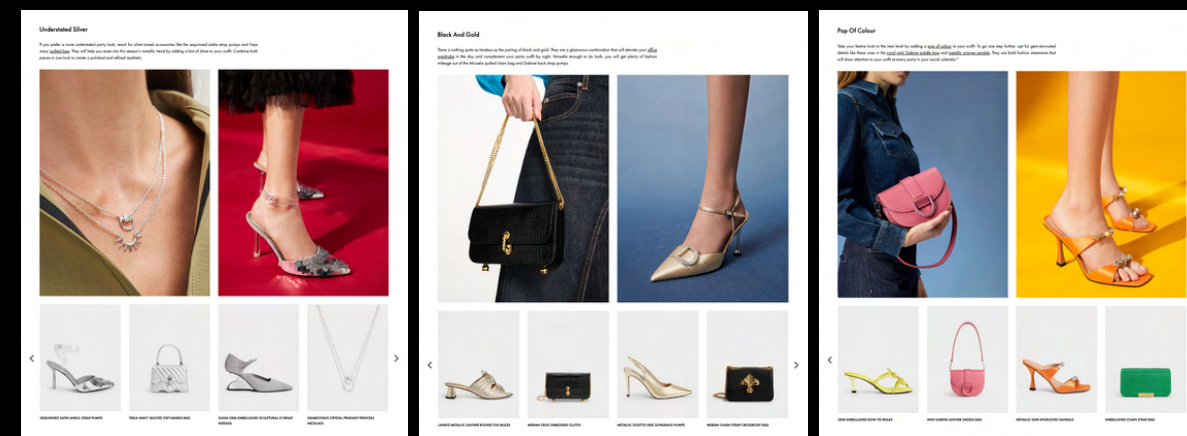
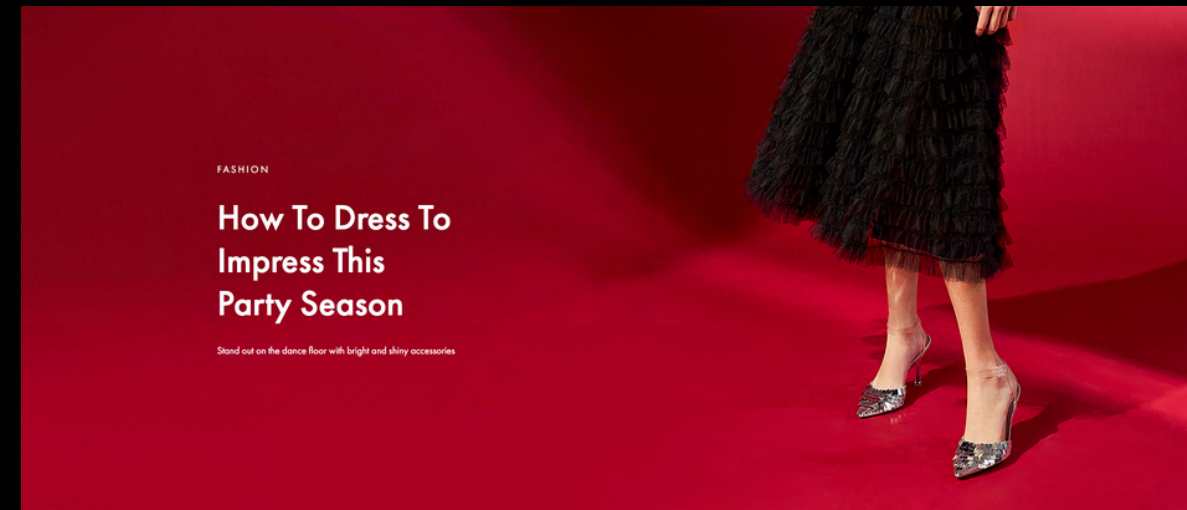


PROJECT N.1

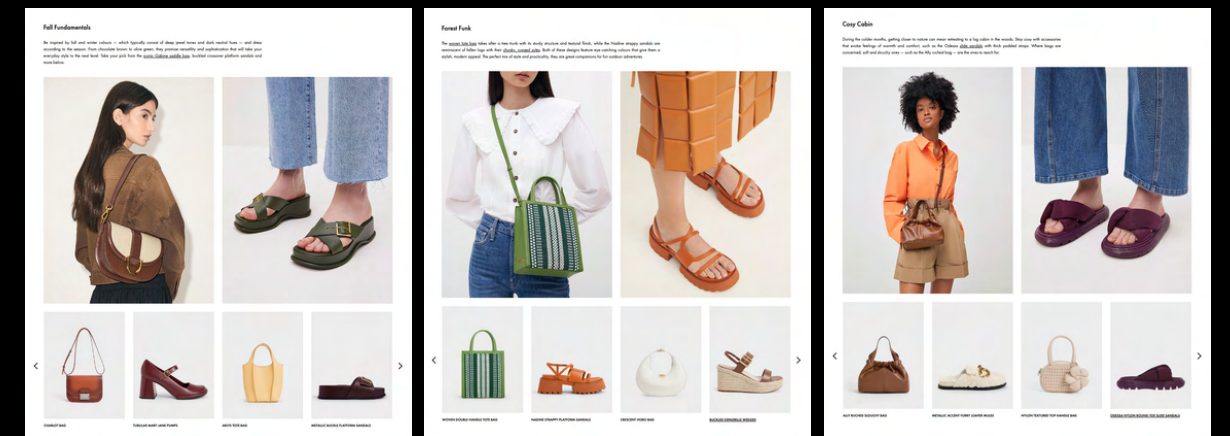
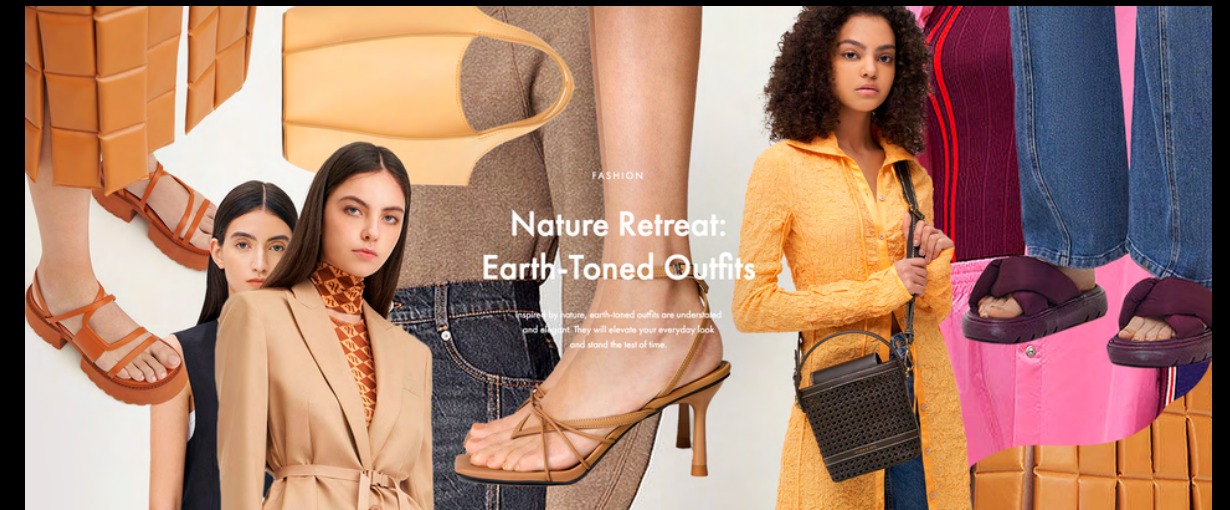
BLOGS

Skills I have adopted after working on multiple blogs:

- Organisation: colleagues from other departments who will view my decks must find it easy to understand what I'm presenting, so I must keep my decks neat and easy to comprehend
- Aesthetic Eye: not only when selecting products that will suit the theme, I must also make sure the pictures I choose tell an interesting story



<https://www.charleskeith.com/sg/edits/dress-to-impress-party-season.html>



<https://www.charleskeith.com/sg/edits/nature-retreat-earth-toned-outfits.html>

PROJECT N.2 VIDEOS

Monthly social videos are to be posted on Instagram reels, the app allows viewers to click on the business' shop and head straight to C&K's website, generating more sales. The video below is an unboxing on C&K's Holiday Gift Box which generated a lot of good feedback in the department. In Summer, we are working towards another video with the same concept.



<https://www.instagram.com/reel/CmTScB8Mpdf/>

PROJECT N.2

VIDEOS

- Videos will already be proposed in the season's moodboard
- This process will consist of creating a storyboard, proposing and sourcing necessary props, and styling looks for models
- Lighting, background and camera angle descriptions must be clearly written for videographers to refer to

C | SET (PROPS ON THE TABLE)

UTENSILS: FORK, SPOON
(TAKE FROM PANTRY)



CANDLE (PHOEBE)



WINE GLASS (PHOEBE)



TABLE



<https://www.fortytwo.sg/dining/dining-tables/amado-dining-table-marble-64970.html>

BELL



https://shopee.sg/Metal-Call-Bell-128148294.99496957582sp_atk=4113751f4ef1-4238-968a-944c4ef431f5&xptdk=4113751f4ef1-4238-968a-944c4ef431f5

TABLE LAMP



<https://www.hipvan.com/products/sasha-marble-table-lamp-white>



<https://www.hipvan.com/products/dexter-table-lamp>

ICE
SPARKLING WATER + APPLE JUICE
COKE
HARD SELTZER
(BUY FROM NTUC)

TABLECLOTH - WHITE TWILL
FABRIC

C | SET (IN THE GIFT BOX)



(CONFETTI / PAPER COLORS DEPENDING ON CHOSEN PRODUCT)

E | STORYBOARD (POST-PRODUCTION)



3-4 SECOND BLANK FOR THE
TEXT OVERLAY IN



REFERENCE VIDEO
<https://vt.tiktok.com/ZSRtr9t/>

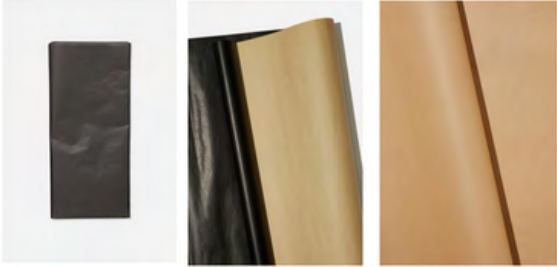


ALPHABET CUTOUT STICKER GIF
TO BE ADDED ONTO THE VIDEO
BEFORE IT IS POSTED

TO BE INPUTTED BY SOCIALS
DIRECTLY ON TIKTOK

C | SET (IN THE GIFT BOX)

TYPO



CONFETTI

https://shopee.sg/1bag-2.5cm-Round-Sprinkles-Tissue-Paper-Confetti-Clear-Boho-Balloons-Confetti-i.119046960.2279174514?sp_atk=4118a5e4-8a4f-4eaf-adb6-eb8c89630c3e&xptdk=4118a5e4-8a4f-4eaf-adb6-eb8c89630c3e

PAPER RAFFIA

https://shopee.sg/SG-Colorful-Shredded-Crinkle-Paper-Raffia-Filler-DIY-Gift-Box-Filling-for-Material-Home-Party-Decoration-Packaging-i.567457969.16553795628?sp_atk=02a29918-fceb-46be-83aa-20adfea66f86&xptdk=02a29918-fceb-46be-83aa-20adfea66f86

IKEA



<https://www.ikea.com/sg/en/p/vinterfint-snow-globe-ice-skater-00527399/>



<https://www.ikea.com/sg/en/p/vinterfint-hanging-decoration-set-of-2-santa-claus-glass-red-60530370/>



<https://www.ikea.com/sg/en/p/vinterfint-decoration-bauble-mixed-shapes-glass-mixed-colours-10527290/>



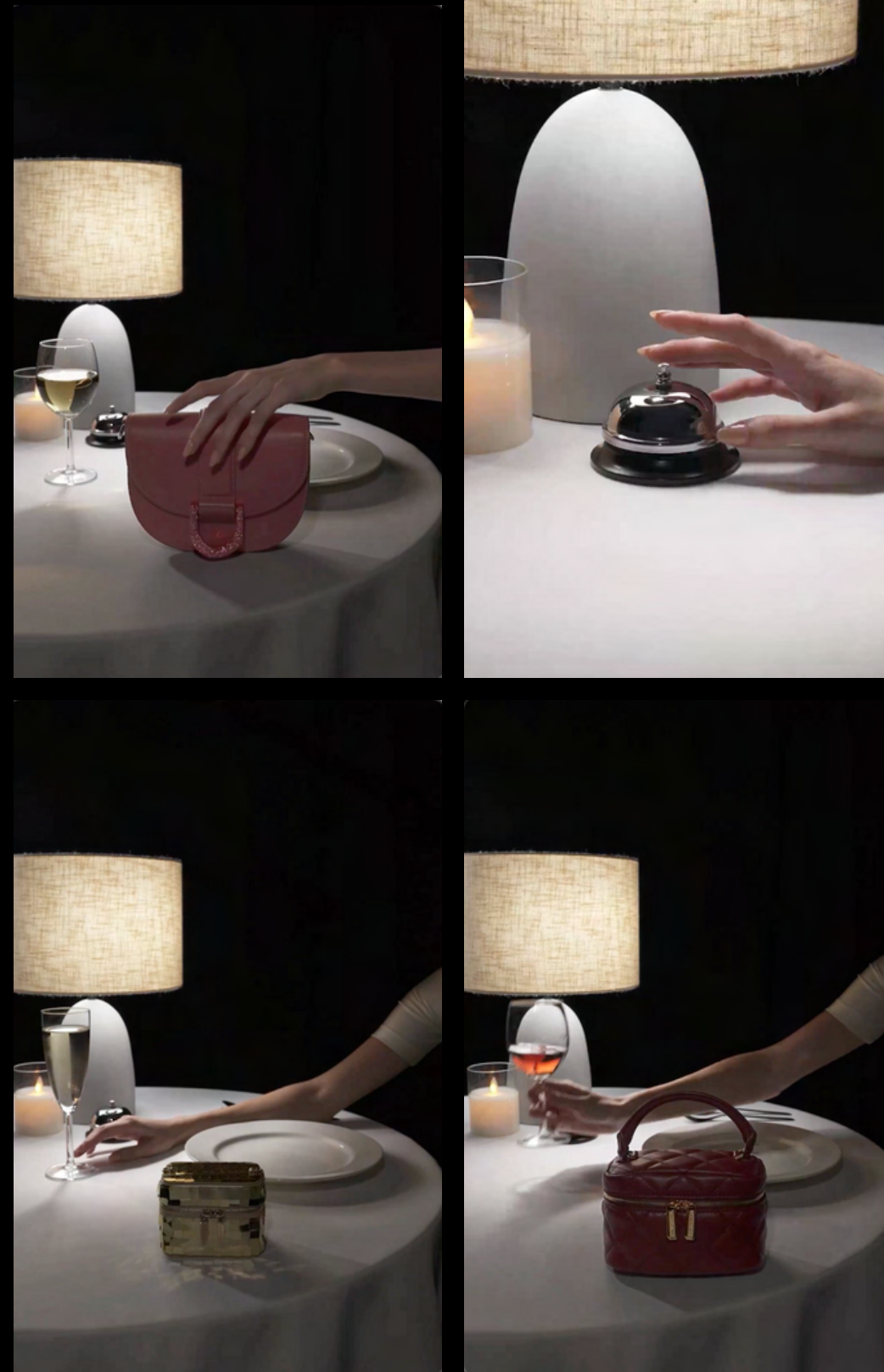
<https://www.ikea.com/sg/en/p/vinterfint-decoration-bauble-glass-gold-colour-white-30524224/>

PROJECT N.2

VIDEOS

Skills I have adopted after working on multiple blogs:

- Storytelling: to create a story that will entice viewers in a short 15-20 second video and eventually increase click-through rates to the product's webpage
- Resourceful: be able to source items that will elevate my video idea, as well as fit within the C&K brand guidelines



<https://www.instagram.com/reel/CmISUQJljan/>



<https://www.instagram.com/reel/CmqjbqurZCX/>

PROJECT N.3 SHOOTS

Still-life shoots are photos that will appear on the C&K webpage and (if responses are good) on Instagram grid. These photos elevate the usual grey product shots on the webpage and hence will entice consumers to purchase C&K products. The photos below belong to the Tone-On-Tone shoot that was previously proposed in the Winter moodboard.



<https://www.instagram.com/p/CnehmHUDeSv/>



<https://www.instagram.com/p/CneM-huuxjW/>



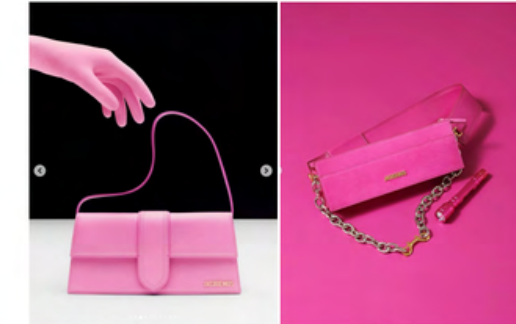
<https://www.instagram.com/p/Cnd4XOVsYDS/>

PROJECT N.3 SHOOTS

- Still-life shoot ideas will have already been presented at the season's moodboard meeting
- Product selection and curation to fit the theme and idea we have picked out
- Communicate closely with my mentor and production assistant to select the desired backdrop
- Helping out on set and displaying products in a way where C&K products look most appealing

PRODUCT PDP + FLAT LAY

Hard Flash. Possible groupings. Emphasis on colours of the season or hardware detailing



MAROON – SHOT ON 9/12

CK2-20271919-1 - Black/ Dark Chocolate/ Light Blue/ Light Pink/ White Material: Nappa PU Class: Shoulder Handle: None Strap: Non-adjustable Chain Compartment: Inner Launch: Winter 2022 Style: Casual Closure: Turn-lock Size: L Core Collection Ref: CK2-20271919 WEEK 45	CK2-50271912- Black/ Navy/ Burgundy/ Lilac Material: Tumbled PU & Calf PU Class: Top Handle Handle: Single Handle Strap: Adjustable Strap (Detachable) Compartment: Inner Compartment only Launch: Winter 2022 Style: Classic Closure: Zip Size: S Core Collection Ref: CK2-50271912 WEEK 45	CK2-80711903- Black/ Navy/ Burgundy/ Lilac Material: Monogrammed Calf PU/ Monogrammed Calf PU/ Monogrammed Calf PU/ TPU & Calf PU Class: Crossbody Handle: None Strap: Non-adjustable Chain Compartment: Inner Launch: Winter 2022 Style: Classic Closure: Snap-button Size: S Core Collection Ref: CK2-80711903 WEEK 47
CK2-80871455-1 - Black/ Navy/ Burgundy/ Lilac Material: Lyons & Tumbled PU/ Faux Rabbit Fur/ Lyons & Tumbled PU/ Faux Rabbit Fur/ Center PU/ Faux Rabbit Fur Class: Tech Bag Handle: Double Handle Strap: Adjustable Strap Compartment: Inner Compartment only Launch: Winter 2022 Style: Classic Closure: Turn-lock Size: XL Core Collection Ref: CK2-80871455 WEEK 45	CK2-50840486-1 - Black/ Dark Chocolate/ Light Blue/ Light Pink/ White Material: Nappa PU Class: Card Holder Handle: None Strap: None Compartment: Inner Launch: Winter 2022 Style: Classic Closure: Push-lock Size: XXS Core Collection Ref: CK2-50840486 WEEK 45	CK2-91200026 - Black/ Dark Chocolate/ Light Blue/ Light Pink/ White Material: Nappa PU Class: Card Holder Handle: None Strap: None Compartment: Inner Launch: Winter 2022 Style: Classic Closure: Snap-button Size: XXS Core Collection Ref: CK2-91200026 WEEK 48
CK1-80580129-Black / Burgundy / Multi / White Material: Tumbled PU & Calf PU Class: Clutch Handle: Single Chain Handle Strap: Adjustable Strap (Detachable) Compartment: Inner Launch: Winter 2022 Style: Classic Closure: Push-lock Size: S Core Collection Ref: CK1-80580129 WEEK 45	CK2-70711902 - Black/ Navy/ Burgundy/ Lilac Material: Tumbled PU & Calf PU Class: Clutch Handle: Single Chain Handle Strap: Adjustable Strap (Detachable) Compartment: Inner Launch: Winter 2022 Style: Classic Closure: Push-lock Size: S Core Collection Ref: CK2-70711902 WEEK 46	

PROJECT N.3

SHOOTS

Skills I have adopted after working on multiple blogs:

- Research: be able to look at what competitors are currently doing with their products and propose the best way for C&K to attract their customers
- Problem Solve: to efficiently think of new ideas on the spot that will make C&K products stand out

The photos on the right comes from the Spring moodboard, I proposed and led this project, however the final photos are not online yet.

CHARLES & KEITH

3

MOODBOARD

LIGHTING – SOFT DIFFUSED LIGHT TO REPRESENT SUNLIGHT AND WINDOW SHADOW EFFECT

BACKDROP – WHITE / GREY BACKDROP



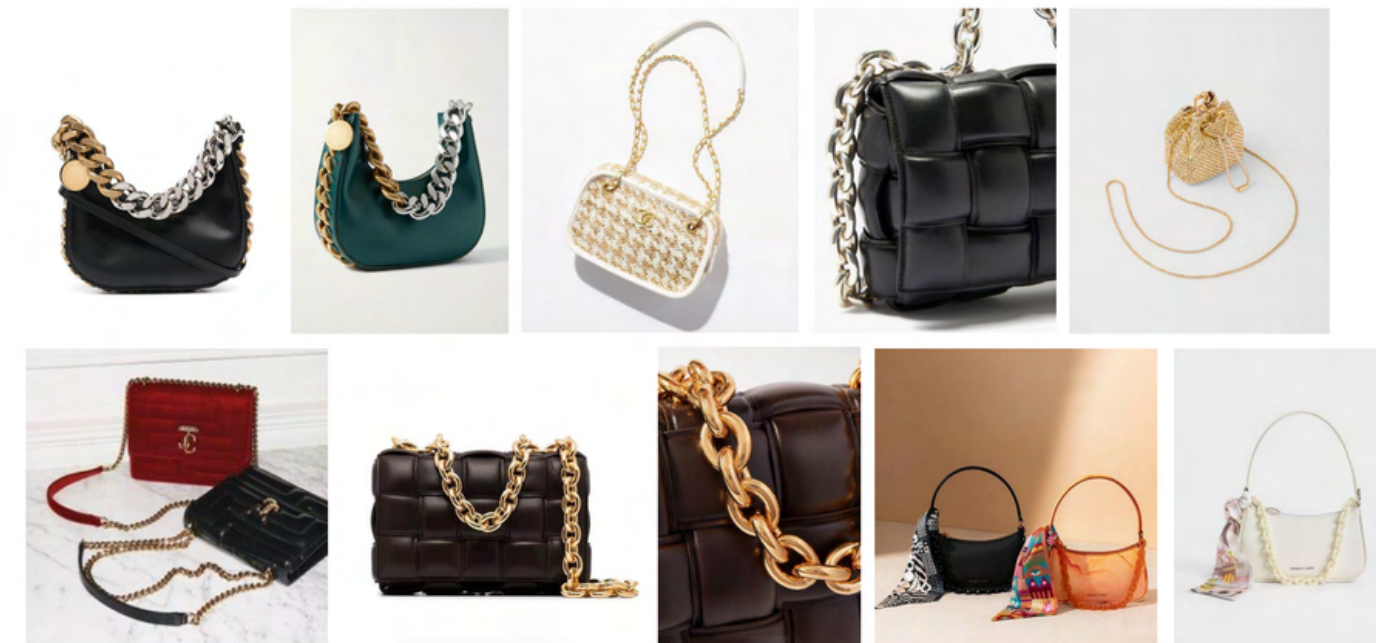
NO PEDESTAL

NO PEDESTAL

CHARLES & KEITH

4

POSES



CHARLES
& KEITH

CONTACT

PORTFOLIO
2022 - 2023

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