



COACH

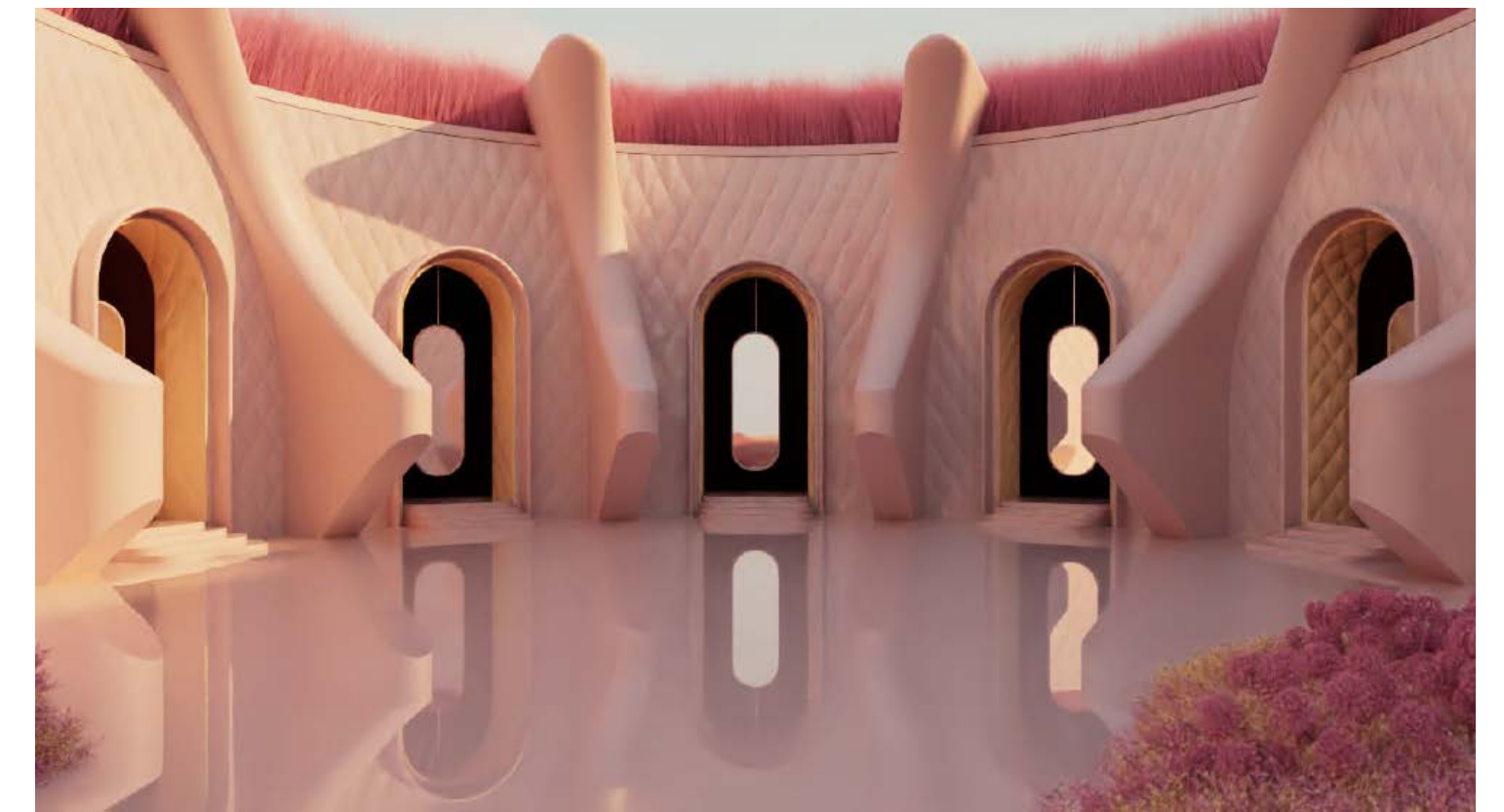
NEW YORK

COURAGE TO BE REAL DESIGN PRESENTATION



INTRO

Working alongside director, Julien Valle, we were tasked with designing a world that fluidly balanced the real and virtual worlds that Gen Z and younger generations increasingly navigate. Our main talent Imma, a digital influencer, sets out on a journey to find her courage to be real. Through 5 different spots Imma travels to new worlds where she meets celebrities like Jennifer Lopez, Lil Nas X, and Camila Mendes. This presentation follows the process of the third spot in this campaign as Imma travels to meet KPOP star, Youngji Lee.



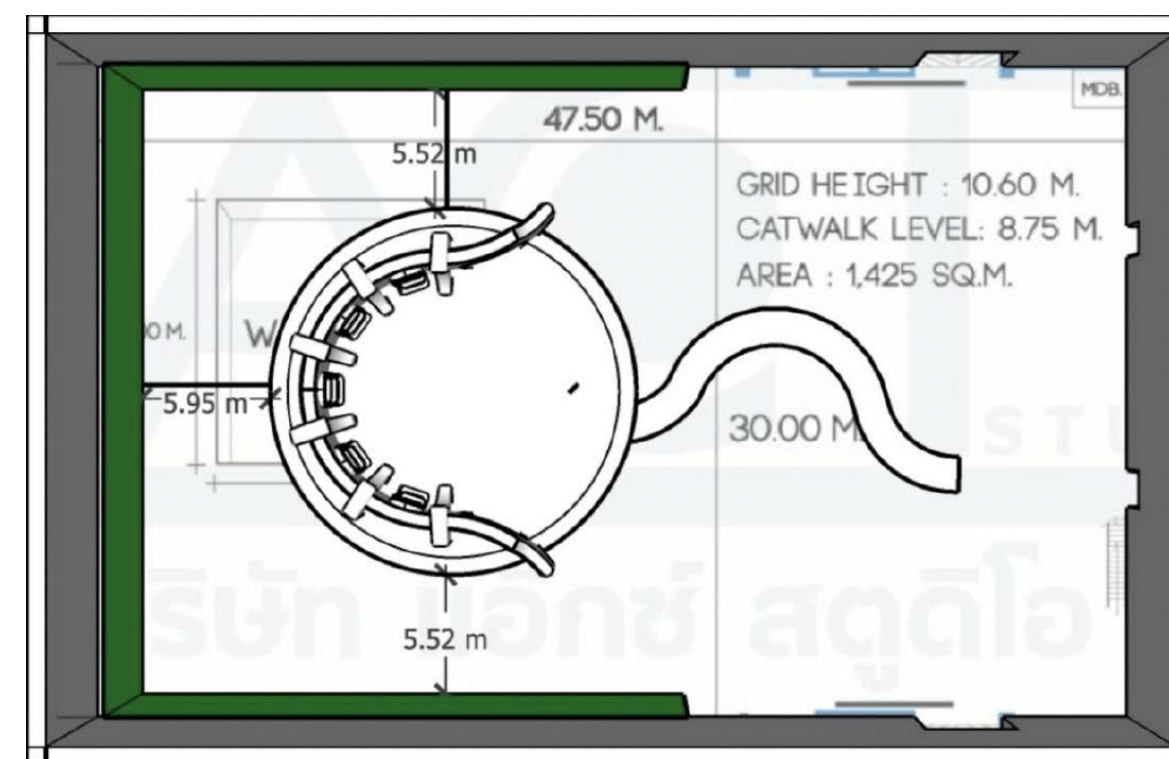
THE PORTAL SET

Our first step was to design our Portal Set. The core of the campaign and each individual spot, the portal world is home to Imma and her avenue to reach each of our celebrities' worlds. Coach was launching their new tabby quilted purse in this campaign and as a result we needed to embrace the quilted texture of the bags into our design, effectively creating a "Quilted World". Beginning initially with concept art and rendering work we eventually landed on an approved design.



PORTAL PROCESS

At roughly 50' x 40' and 13' high, the Portal Set was a big undertaking, requiring a full 7 days to complete. Including sculpted flowers, custom made cherry blossom trees, and a quilted flooring, several teams needed to work on elements simultaneously in order to be ready by our shoot date. The flooring was one of the biggest hurdles. The goal was to create a unique, organic take on the quilted texture of the bag that would live in the fantastical portal world we were building. After some trial and error we landed on plaster, sculpting a mold used to create 50 individual sections that were then pieced together and seamed onsite.



Construction Drawing 01

PROGRESS DRAWING
 This drawing is not intended to be used for contract pricing or fabrication purposes. All content is subject to change.

VERSION #
v 1.0



PROJECT
QUILTED

NOTES
 TABLOID PAPER

DATE / REVISION #
 10/03/23
 v1.0

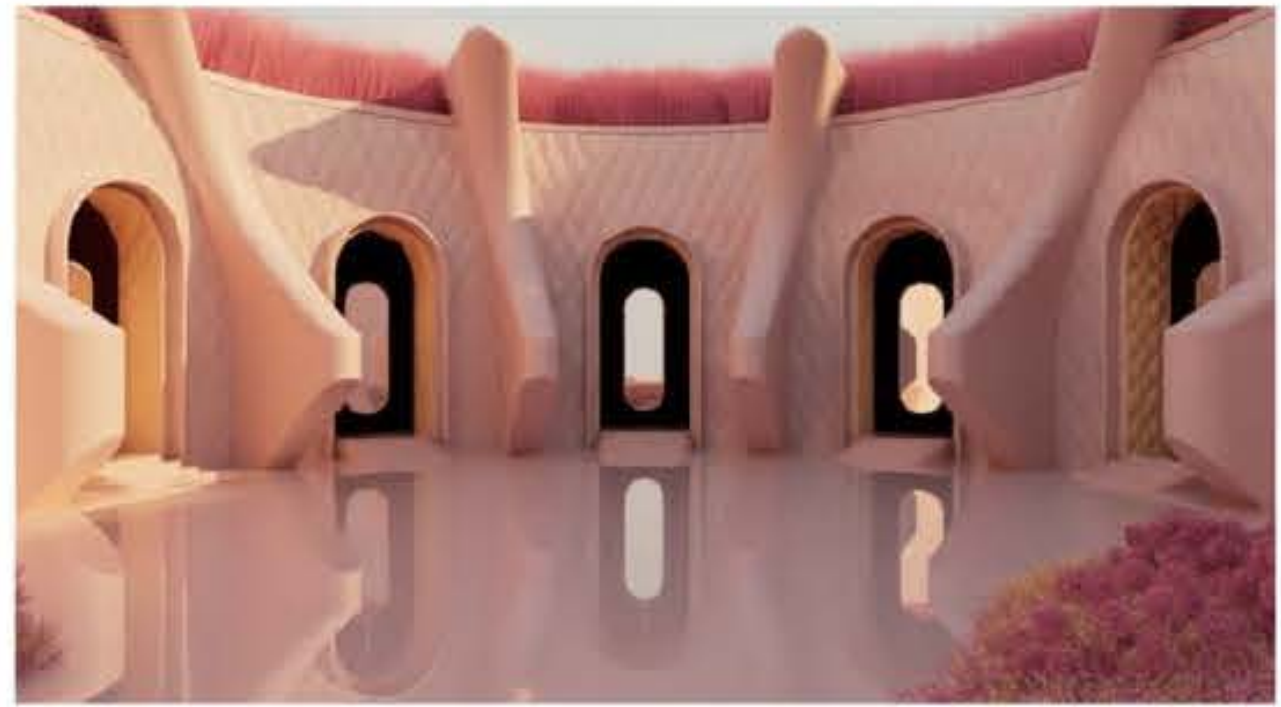
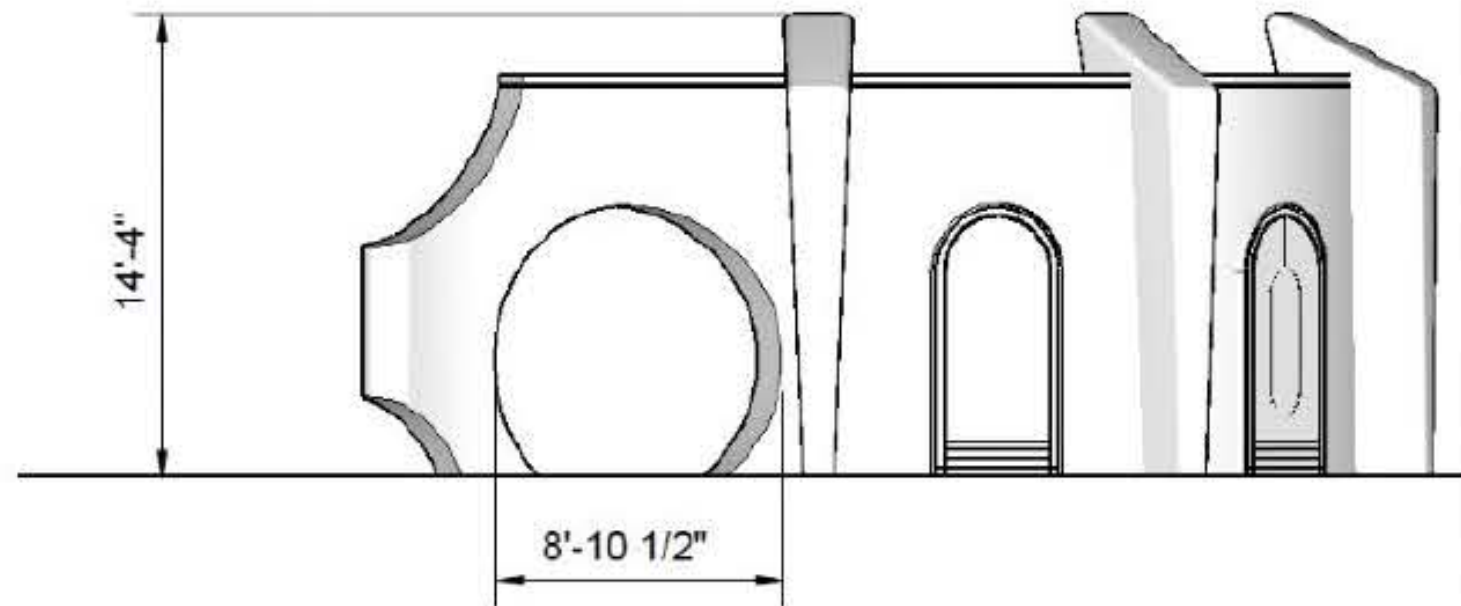
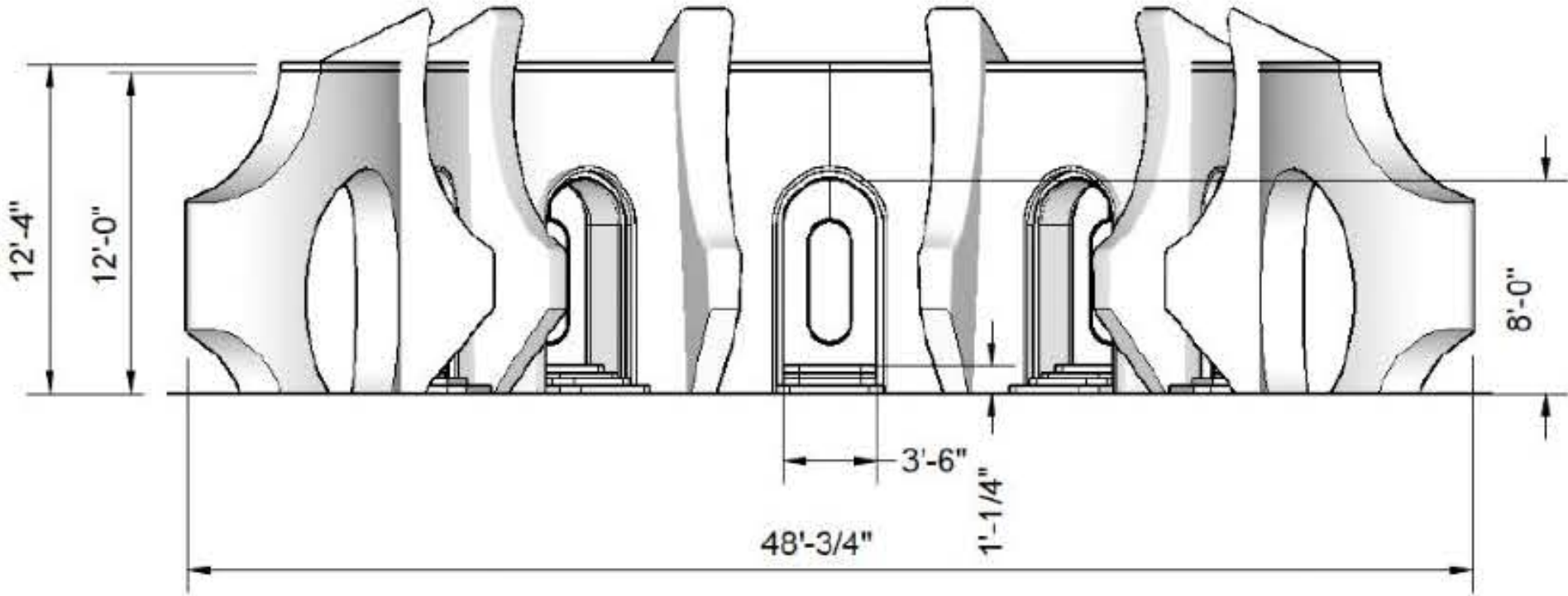
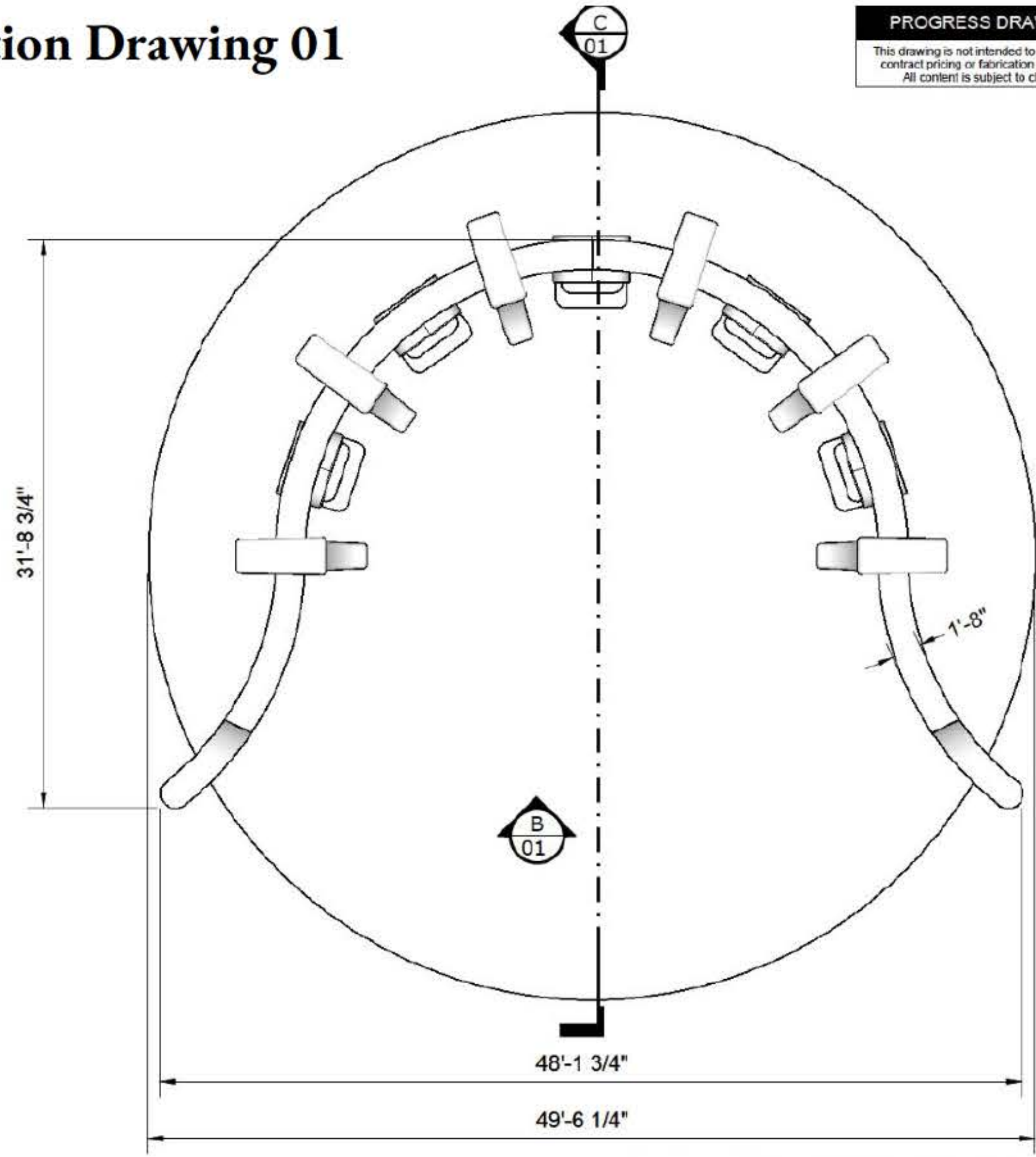
DRAWN BY
 ZF

PD BY
 TE

COMPANY
 PSYOP

CLIENT
 COACH

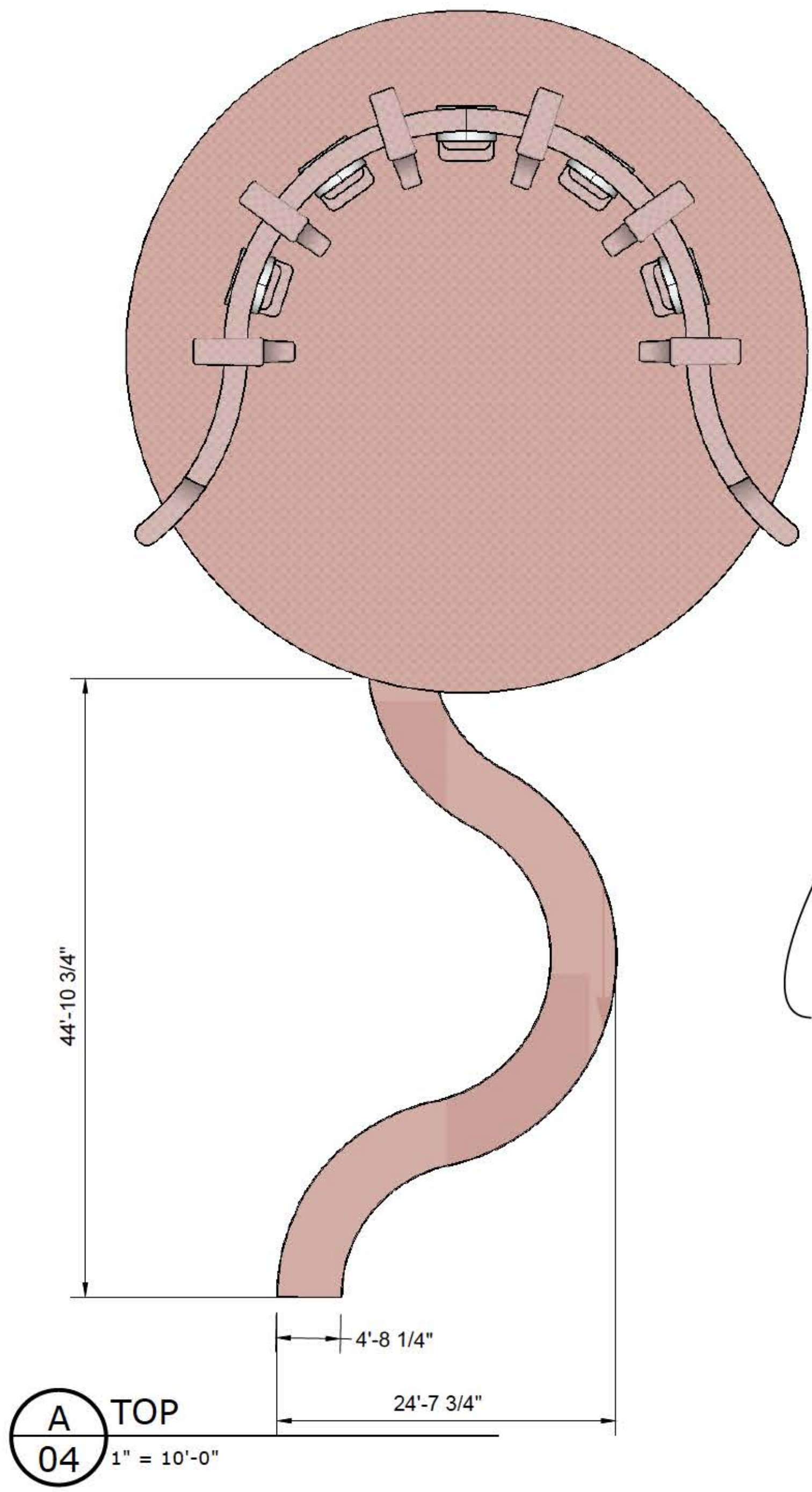
DISCLAIMER
 The design drawings presented are for concept drawings only. The drawings are meant to show proof of visual concept and construction suggestions only. It does not replace the knowledge and advice of a licensed structural engineer or a licensed scenic shop. All materials and construction must comply with the most stringent applicable federal and local fire and building safety codes.



PORTALS
01

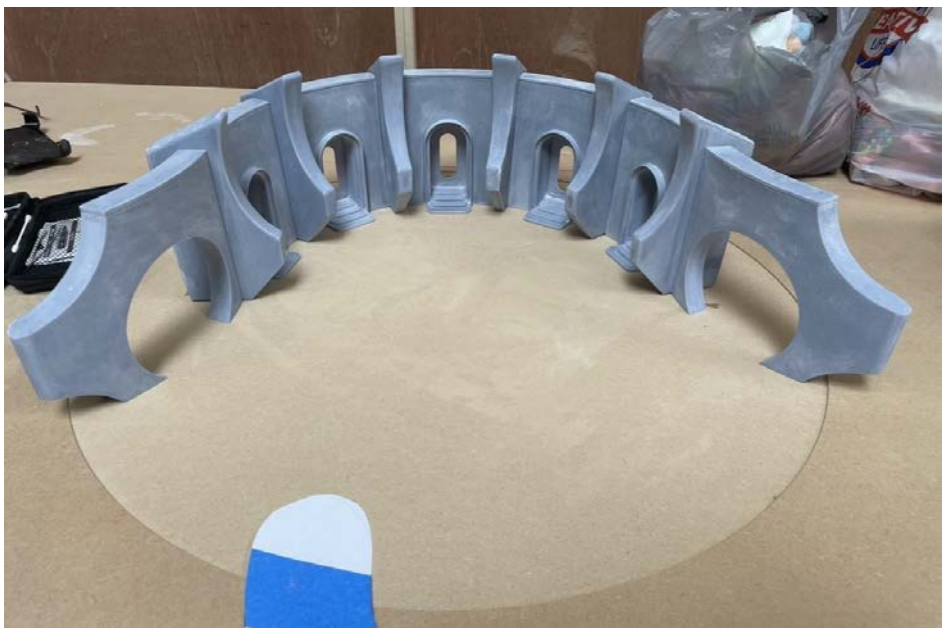
PROGRESS DRAWING
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VERSION #
v 1.2



Material Reference

Pathway









PORTAL SET FINAL PRODUCT



A surreal landscape featuring a city skyline in the background, including a prominent skyscraper. The foreground shows a courtyard with a cobblestone path and several glowing, arched doorways. The scene is bathed in a warm, pinkish-orange light, suggesting a sunset or sunrise. The overall mood is dreamlike and inspirational.

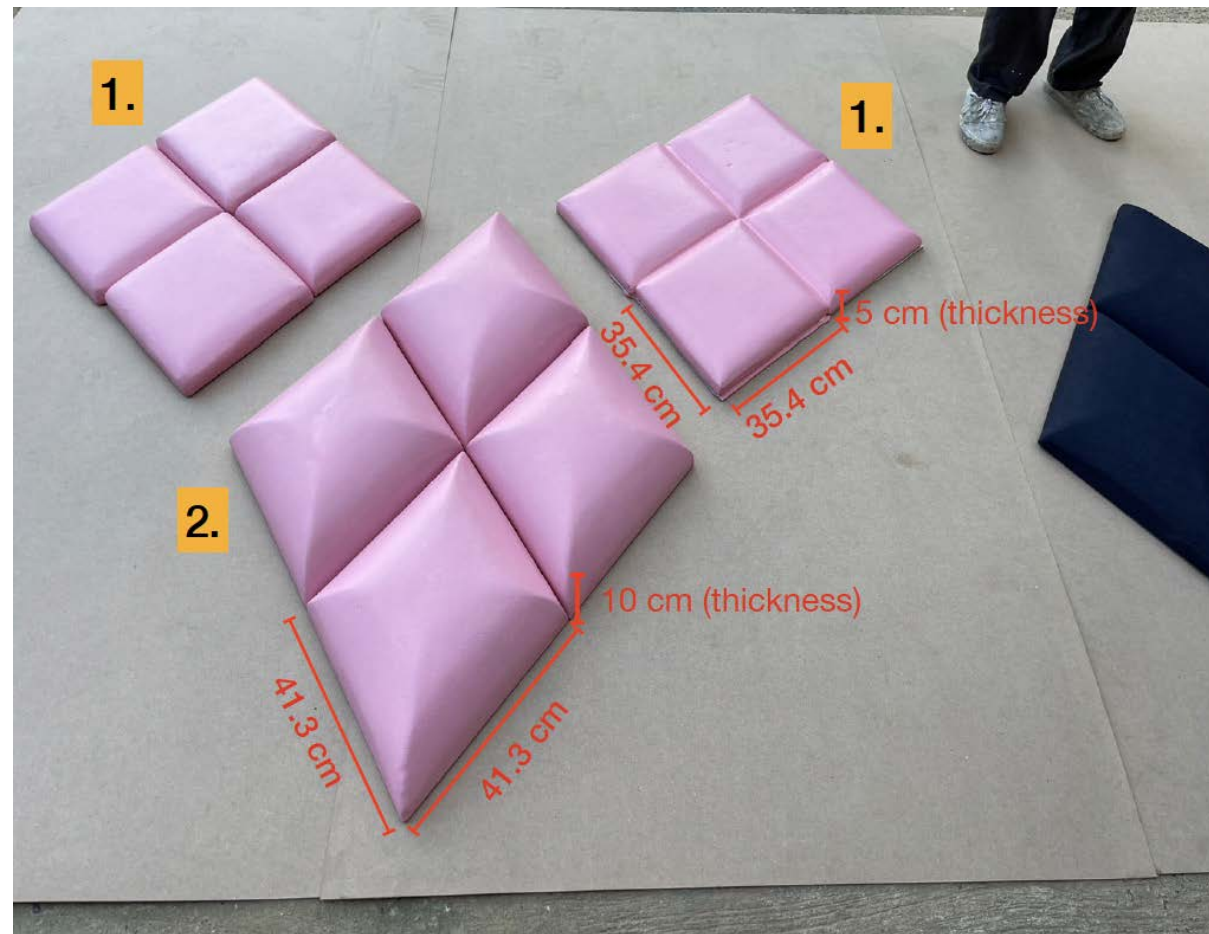
FIND YOUR COURAGE

#CourageToBeReal



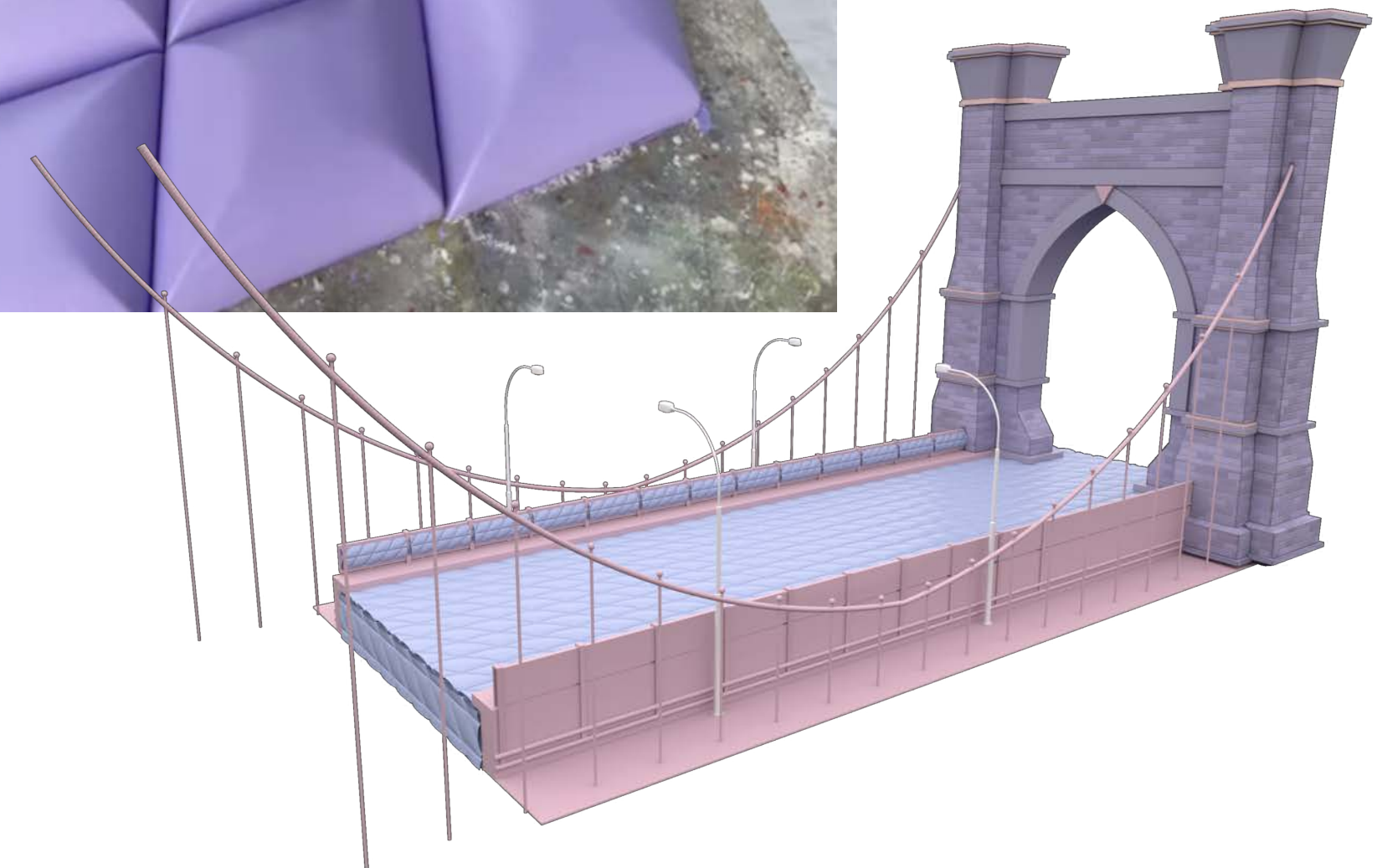
THE BRIDGE SET

Our second set for this commercial was creating Youngji Lee's world. Landing on an urban "quilted city" setting we decided to create a bridge as our hero set, inspired by the Brooklyn Bridge. Building a practical bridge set was a daunting task which took careful planning both for safety and budget concerns. After exploring ideas with concept art and illustration we landed on an approved design to move forward with construction.



THE BRIDGE PROCESS

Building this bridge was no small undertaking. At over 40' high and 50' long we had our hands full on another big set to complete within a week. The quilted road took on a more structured quilted pattern closer to the design of the Coach bag, requiring over 250 individual plaster pieces which were laid down onsite.



PROGRESS DRAWING
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**VERSION #
v 1.3**



**PROJECT
QUILTED
COLORFUL**

NOTES
TABLOID PAPER

DATE / REVISION #
10/16/23
v1.3

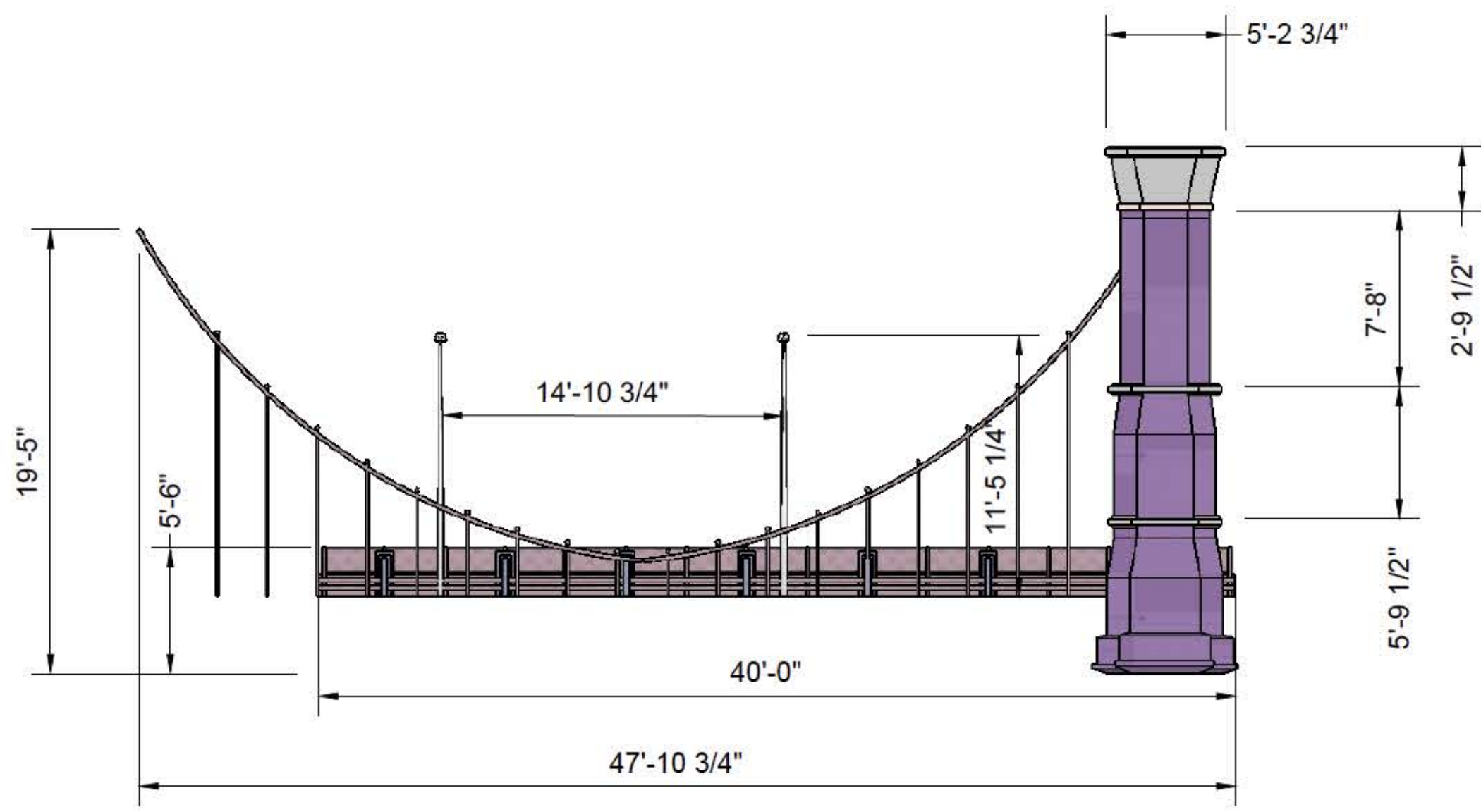
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ZF

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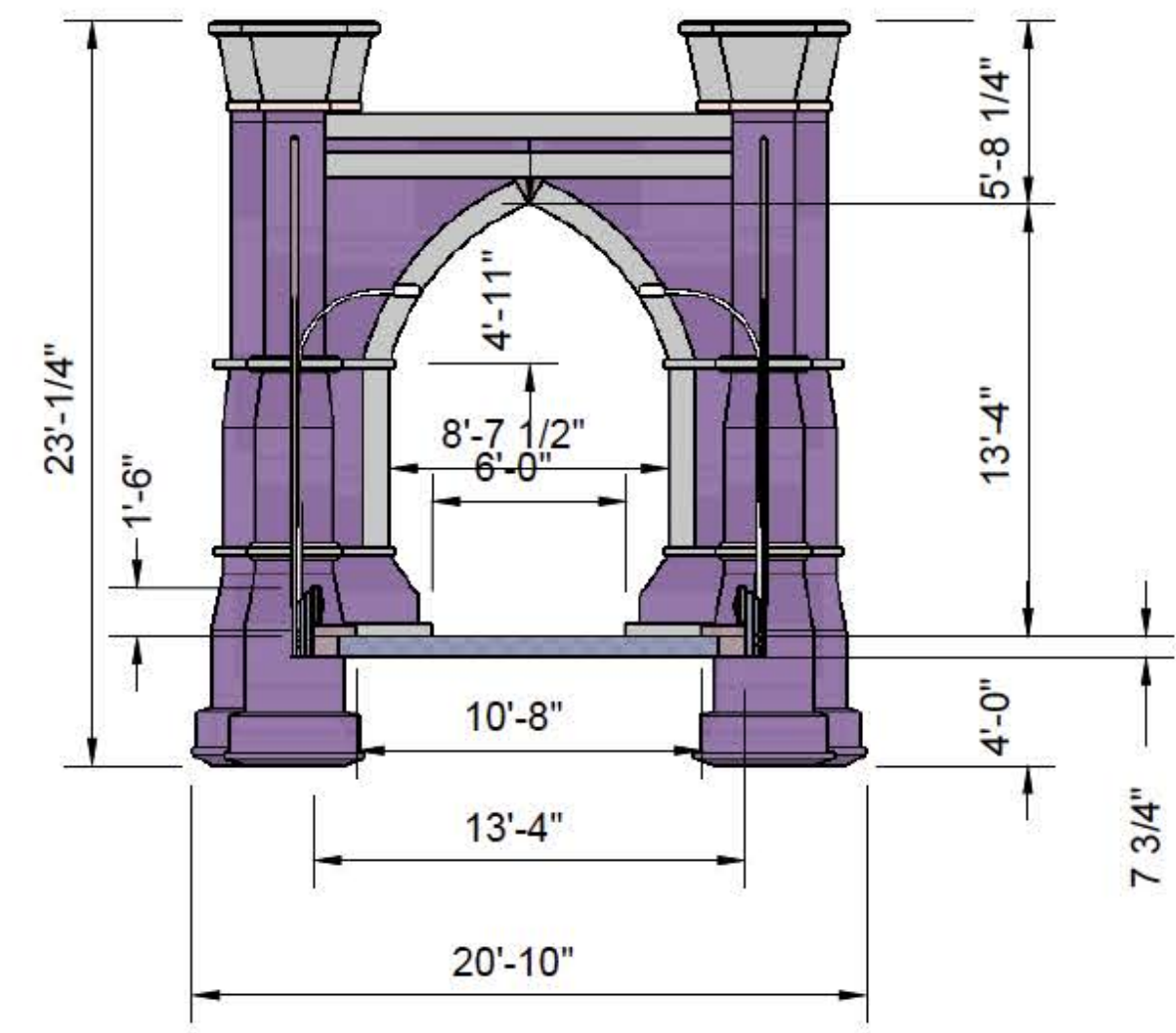
COMPANY
PSYOP

CLIENT
COACH

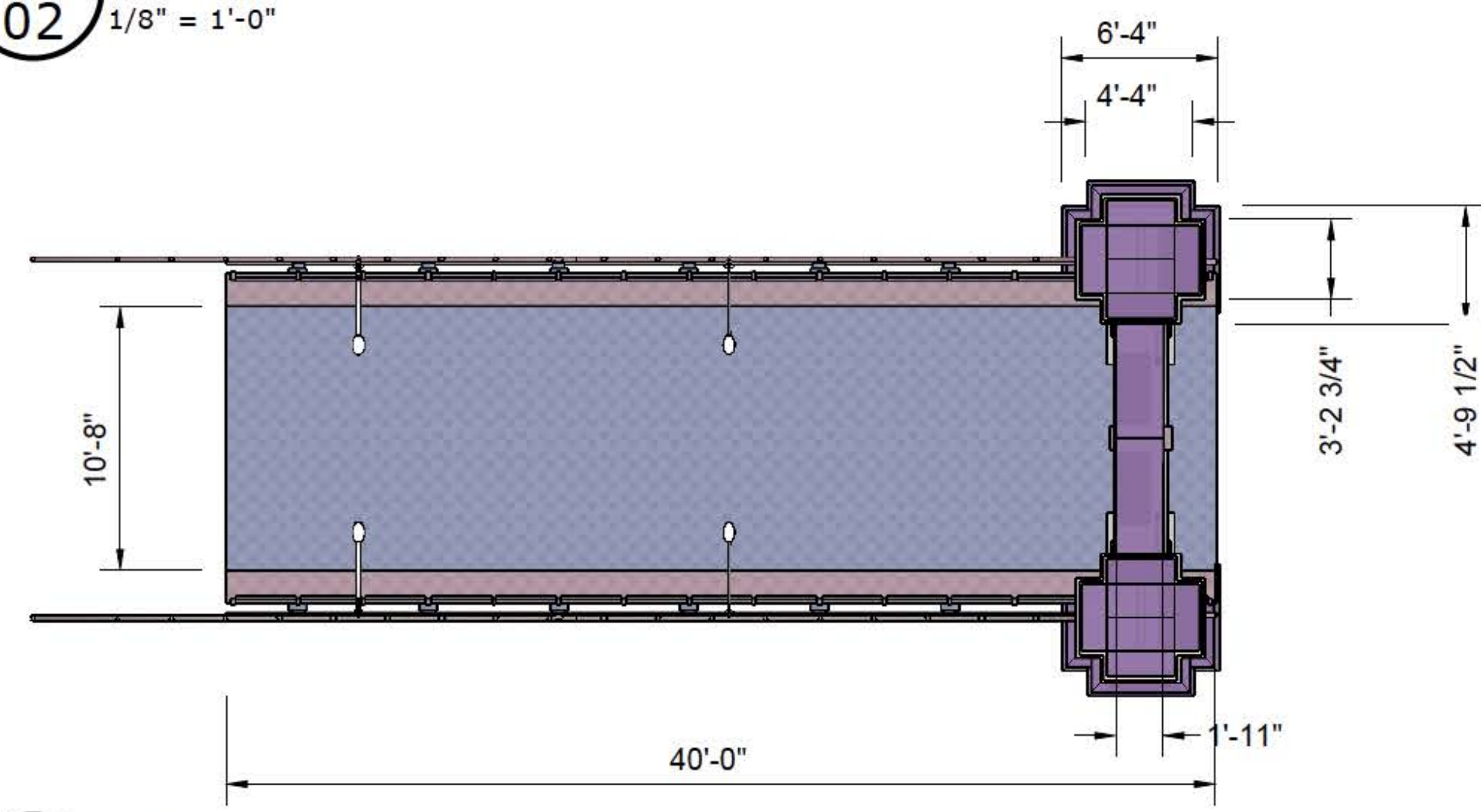
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A LEFT
02 1/8" = 1'-0"



C FRONT
02 1/8" = 1'-0"



B TOP
02 1/8" = 1'-0"

**BRIDGE
40'
02**









THE BRIDGE FINAL PRODUCT





THE CREW

Production Designer **R. TYLER EVANS**

Supervising Art Director **ZACHARY FRIEDMAN**

Art Director **DING ARKART**

Ast Art Director **TAK SAMLEE**

Set Decorator **YOT PHETLAM**

Propmaster **VANN SRISAWAT**

Concept Art **JAVIER PARDINA**