



Secret® **WICKED** FOR GOOD

Production Designer:
BRITTANY HITES

Set Decorators:
IPEK CELIK
DANIELLE WEBB

Assistant Art Director:
PIER DeCARLO

Illustrator:
GREG PIONTEK

Set Designer:
JUSTIN TRUDEAU

Graphic Designer:
SARA CORRAL

Construction By:
KONDUIT NYC

Lead Scenic:
EMIL PILOSOV

Art Assistant:
MARIAN WOOD

Prop Master:
ANGUS SMITH

Prop Fabrication:
IIPR

STILLS



SET FINISHES

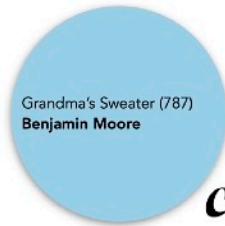


A



Pacific Grove Pink (889)
Benjamin Moore

B



Grandma's Sweater (787)
Benjamin Moore

C



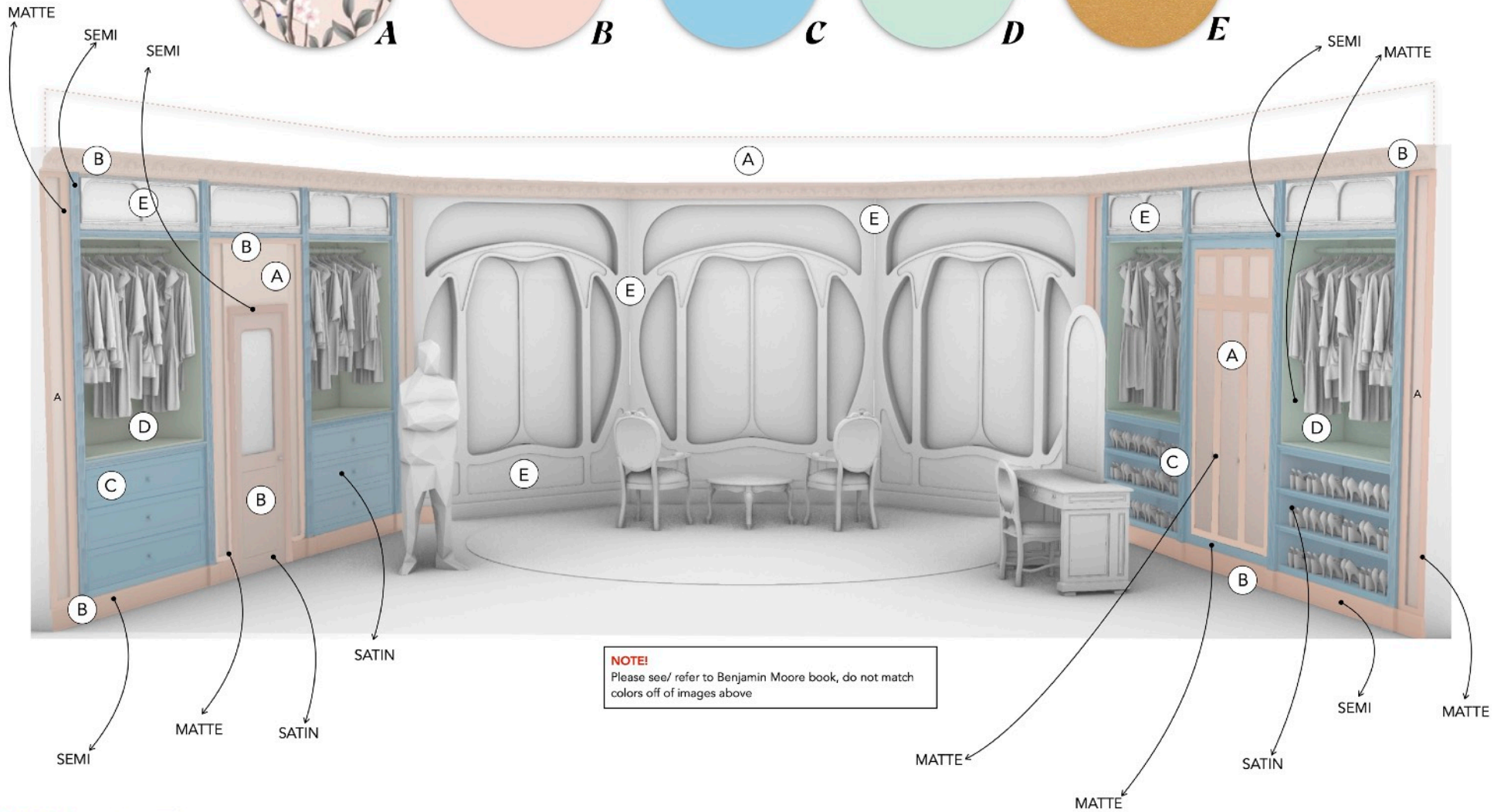
Antigua Aqua (610)
Benjamin Moore

D



Gold Rush
Modern Masters

E



FINAL
ILLUSTRATION



Brittany
HITES

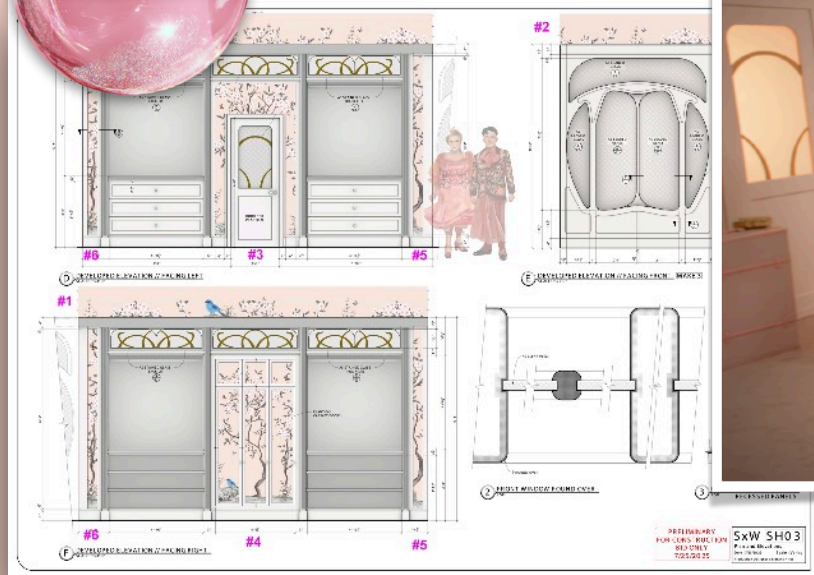
WICKED
FOR GOOD Secret.

W.I.P.s

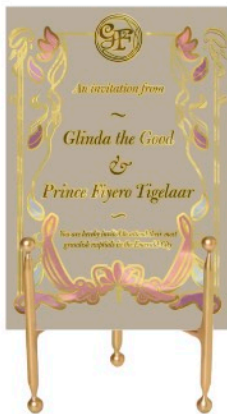
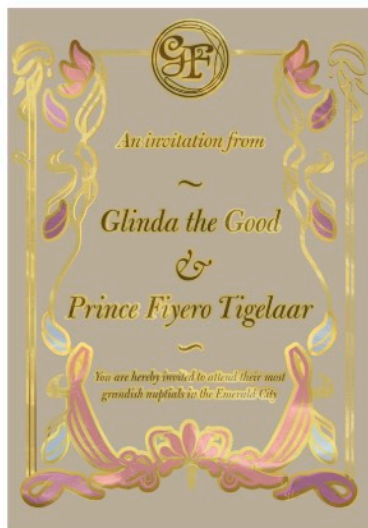


GRAPHICS

CUSTOM WALLPAPER

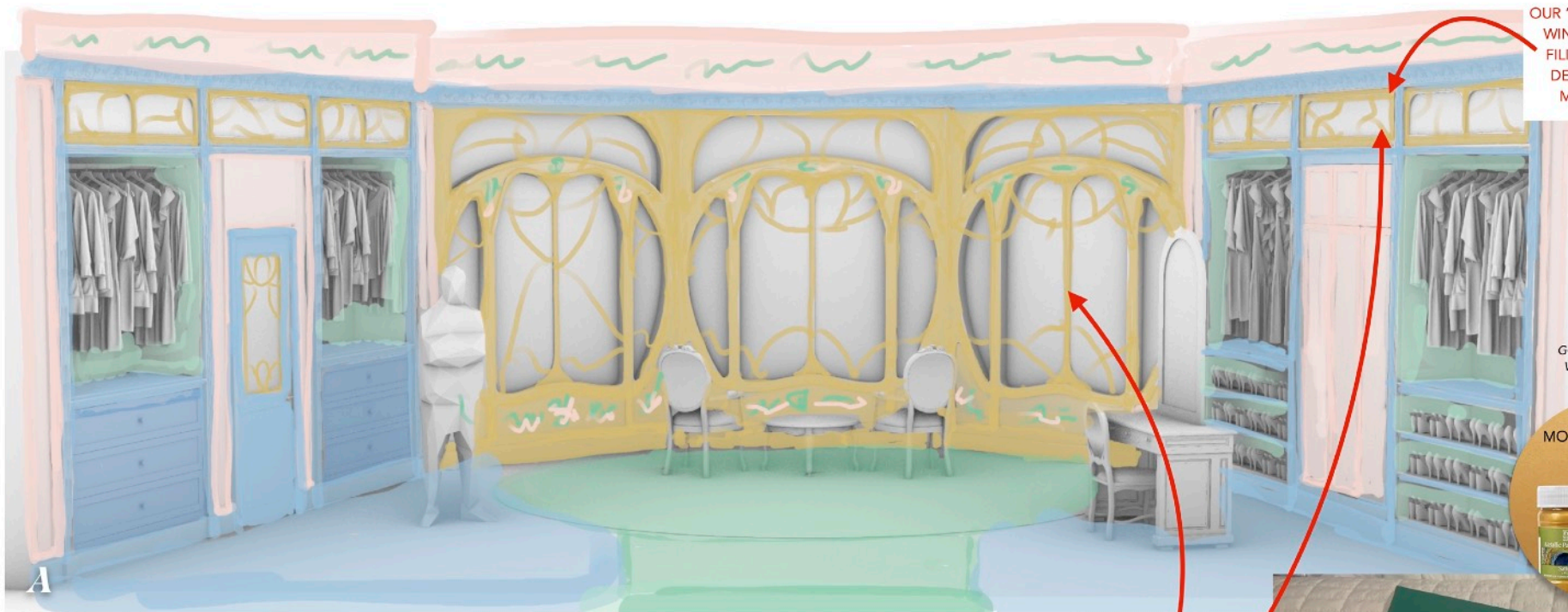


WEDDING INVITATION





"WICKED" TRANSOM WINDOWS



OUR "WICKED TRANSOM WINDOWS" CUSTOM FILIGREE/ MULLIONS DESIGN TO MATCH MAIN WINDOWS

GOLD PAINT COLOR FOR WINDOWS + FILIGREE/ MULLIONS

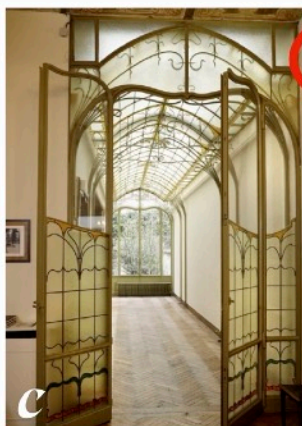
MODERN MASTERS:
Gold Rush



G



B

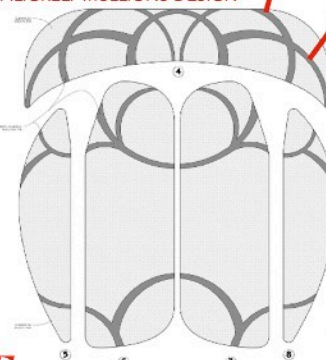


C



D

OUR "WICKED WINDOWS" CUSTOM FILIGREE/ MULLIONS DESIGN



E

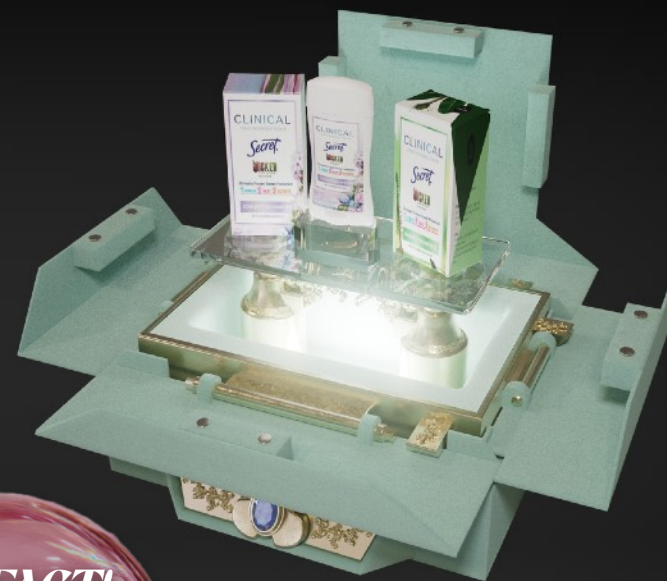


F

COLOR PALETTE



BUTTERFLY
BOX



FUN FACT!

*This box was practical!
Made by Russell Bobbitt
and the team at HPR.
Illustrated by Greg
Piontek.*



Light Blue

HEX/ HTML: b7cee1

PMS: 2707 C

*"Secret" blue for
actual color of velvet
on exterior of box*



Architecture



Color Palette



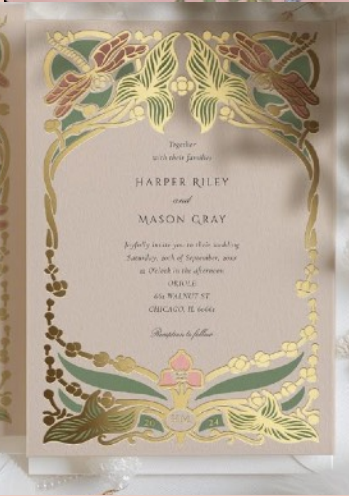
Texture & Materials



Set Pieces & Dressing



FAVORITE
VISUAL
REFERENCE



Well, that was fun!



Thank you for your time and consideration!



When Danielle Shapira (Director) called me to design this campaign for Secret and "Wicked For Good" I was beyond thrilled and also a bit nervous! To design a small yet beautifully detailed set within the "Wicked" universe in 3-weeks time... OKAY!

I wanted to stay true to what we all know and love of the art nouveau, yet mystical world of Oz but of course, by also incorporating our client's signature colors. Secret's brand colors inspired this pastel dream for ShenShen's huge walk-in closet set right in heart of Emerald City.