

KHAITE

2026

SS26 Campaign

Structured Femininity

Creative Brief

DARYA ZOZULYA©



Darya Zozulya — Art Director / Producer

I direct refined, fashion-led campaigns defined by modern femininity.
Fashion was never just an interest — it was instinct.

That passion led me to create **@MySecretAvenue (est. 2009)**, a platform born from a deep love of style, cinema, and visual storytelling. What began as an intuitive creative outlet evolved into a foundation for visual authorship, brand collaboration, and ultimately, art direction.

Having lived and worked across New York, Los Angeles, London, and Vancouver, I bring a culturally informed and globally attuned perspective to the luxury space.

Selected collaborations include **Ralph Lauren · Maison Margiela Fragrances · Bvlgari · Lancôme · L'Oréal · Armani Beauty · Georg Jensen**



Structured Femininity SS26

TRENDS

STRUCTURED FEMININE SILHOUETTES [main trend]

Architectural dresses, tops and tailored jackets defined by sharp lines, sculptural volumes exploring the connection between strength and femininity.

CONCEPT

Shot in *New York City*, focusing on Downtown Manhattan - SoHo and Tribeca.

A brand campaign exploring the relationship between architecture, movement, and femininity. Shot across minimalist interiors and urban exteriors, where clean lines, controlled light, and sculptural tailoring mirror the duality of city life, intimate yet exposed, composed yet dynamic.

Aesthetic: Chic, clean, minimal, powerful

Tone: Desirable, rare, editorial — polished, never excessive

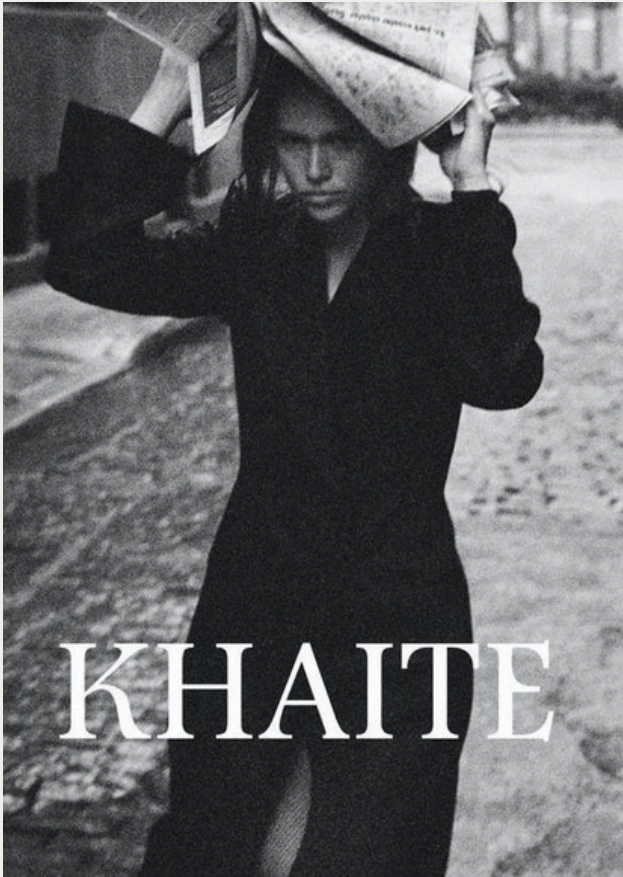
OF SHOTS

8 shots

Mix of BLACK & WHITE and COLOR

KHAITE — Visual Codes

KHAITE



Structured Femininity · Quiet Power · Sculptural Silhouettes · Controlled Sensuality · NYC Minimalism

KHAITE — Market Position & Creative Opportunity (SS26)

Position & USP

Modern American luxury rooted in structured femininity + quiet power
Signature tension: sharp tailoring × sensual minimalism
NYC energy: downtown edge, uptown polish (investment dressing, no logos)

Competitive Context

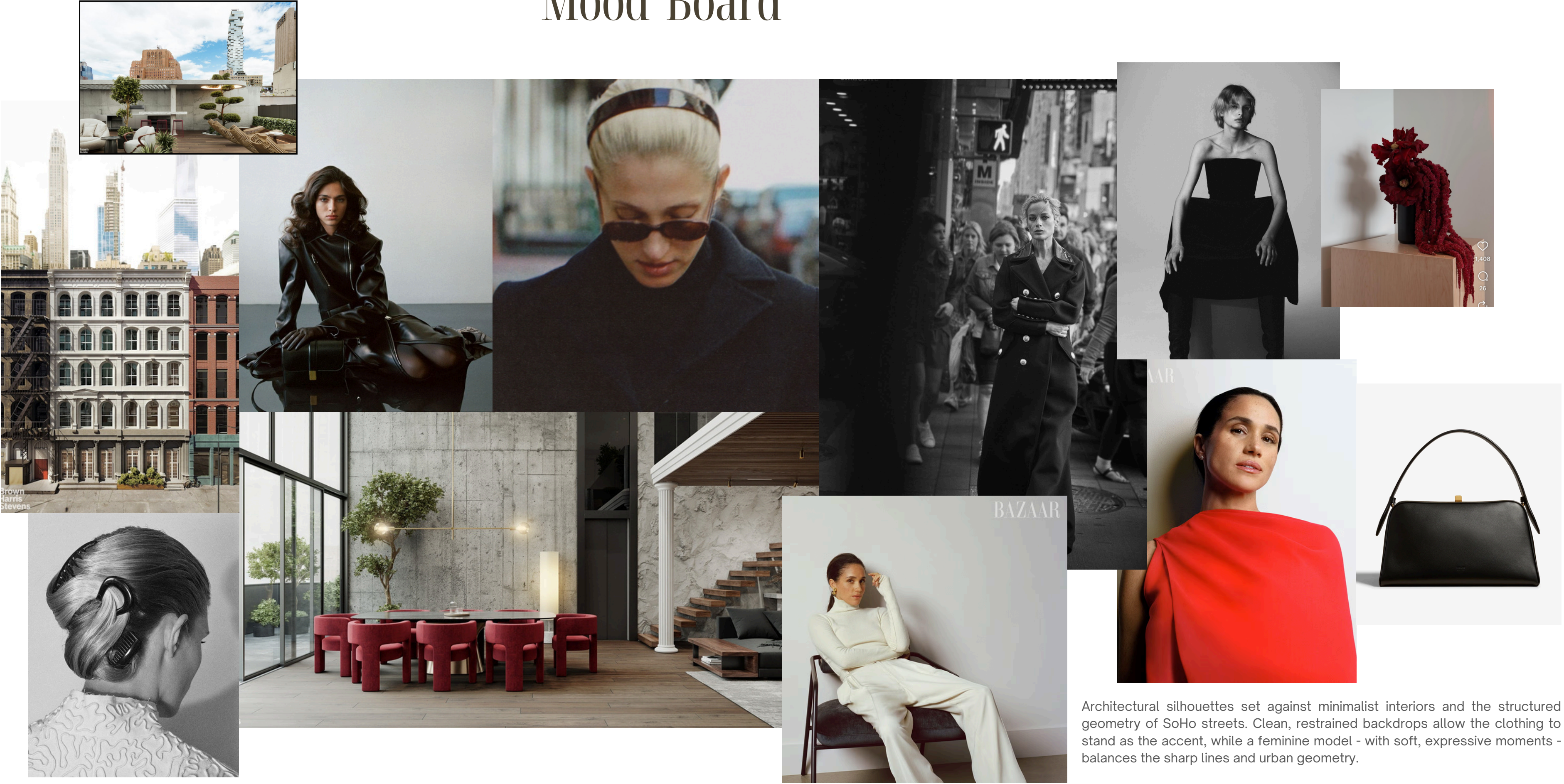
Closest: The Row, Totême
Adjacent: Bottega Veneta, Loewe
NY Orbit: Proenza Schouler, Gabriela Hearst
→ KHAITE sits cooler, sharper, more sensual than peers

Campaign Learnings → SS26 Opportunity

Consistent codes: controlled light, sculpted silhouettes, cinematic restraint
Strength through material + form, not narrative overload
SS26 shift: from polished stillness → heat, motion, lived-in NYC summer



Mood Board

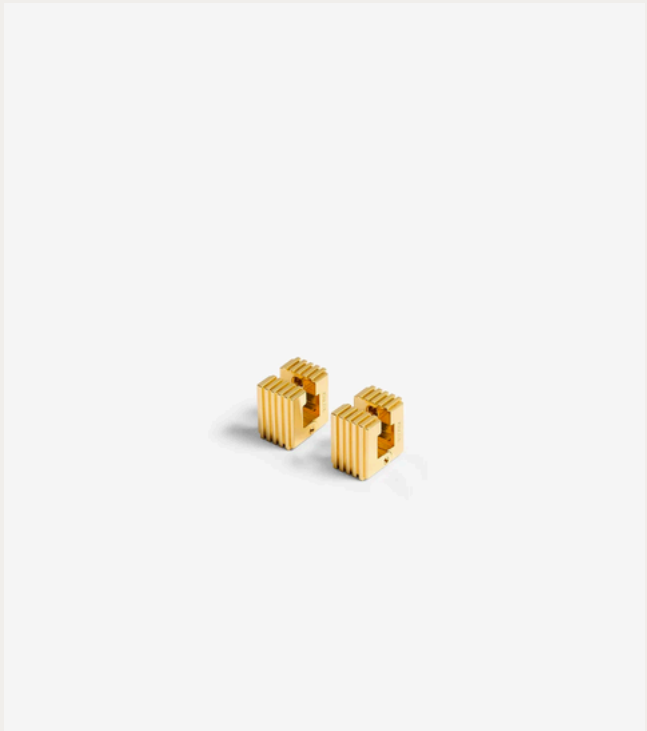


Architectural silhouettes set against minimalist interiors and the structured geometry of SoHo streets. Clean, restrained backdrops allow the clothing to stand as the accent, while a feminine model - with soft, expressive moments - balances the sharp lines and urban geometry.

Clothes

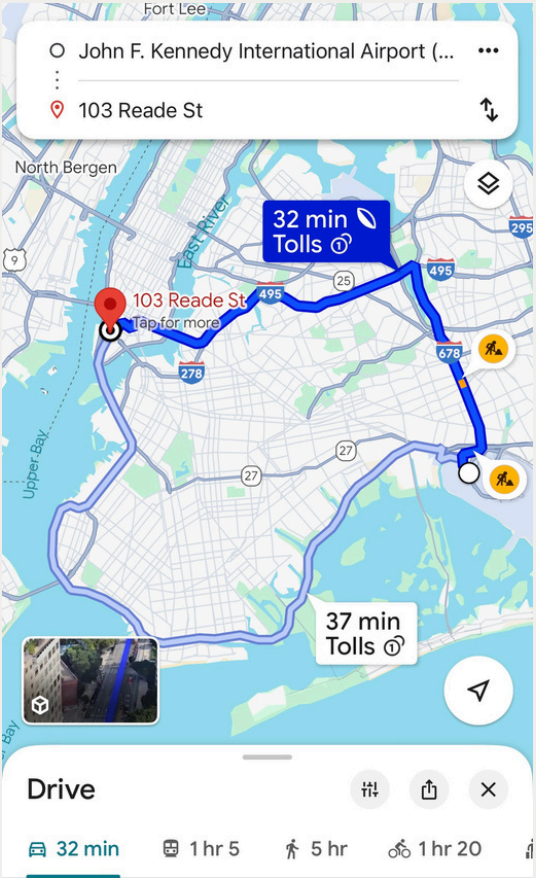


Accessories



Location

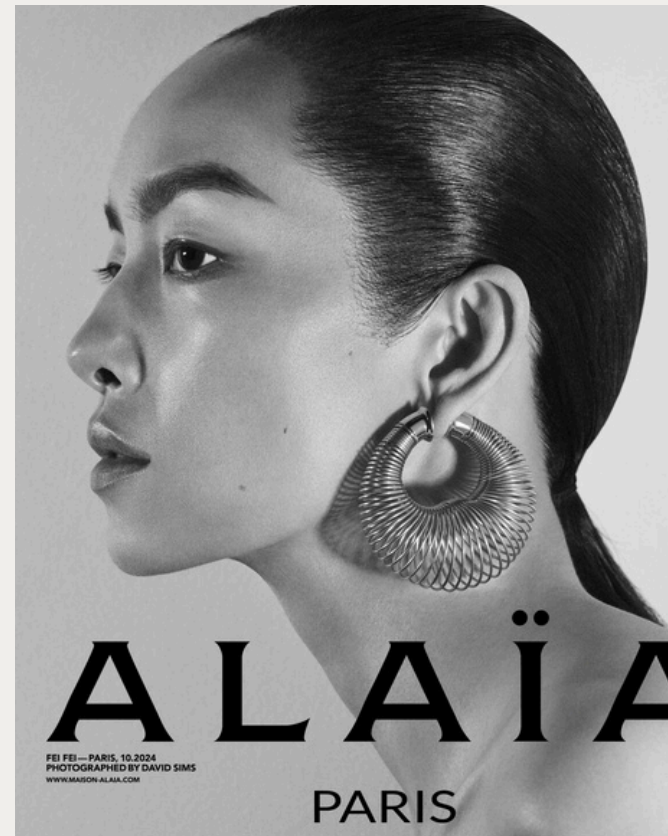
NYC 105 READE ST
NEW YORK, NY 10013





Photographer 1

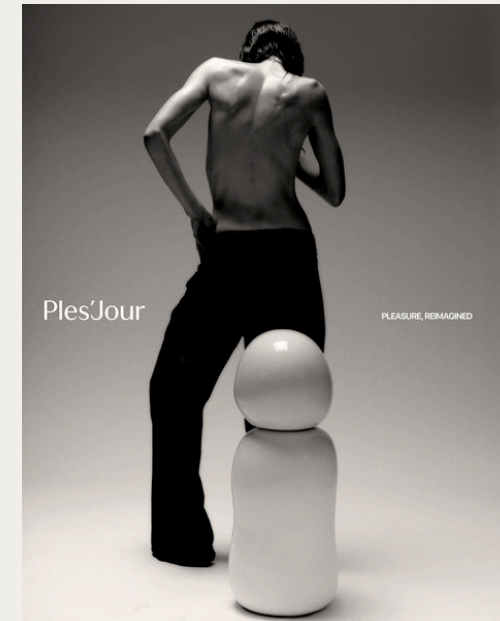
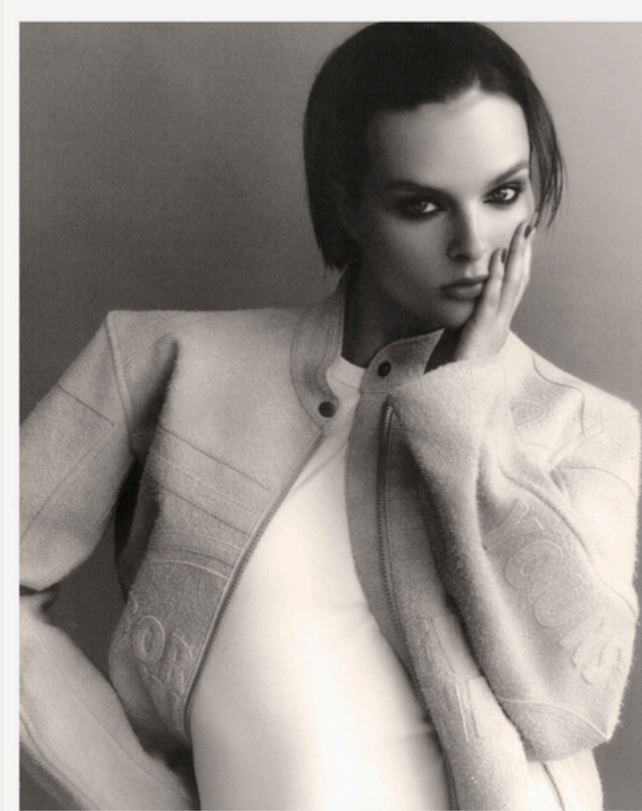
David Sims - Art Partner



Photographer 2

Arron Crossman - Monday

KHAITE



DARYA ZOZULYA©



Photographer 3

Mario Sorrenti- Art Partner



DARYA ZOZULYA©



KHAITE

MODEL 1

Vittoria Cheretti
Elite London

DARYA ZOZULYA©



5'10 178cm
Instagram (2M)

KHAITE

MODEL 2

Marciala Boscono
The Squad

5'9 1/2 177cm
Instagram (540K)

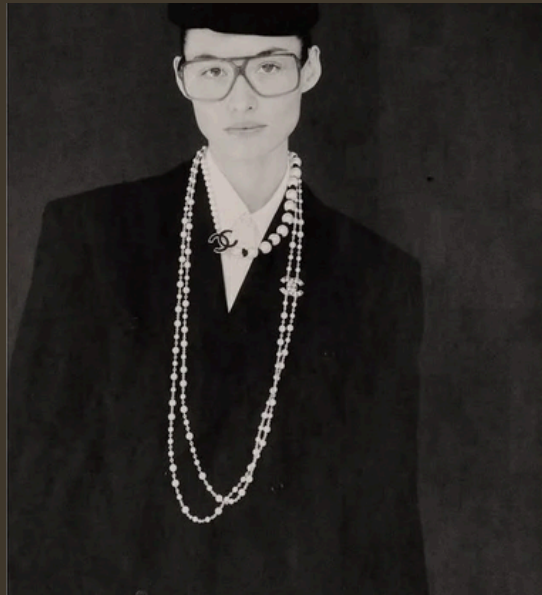
DARYA ZOZULYA©

STYLIST

FLORIST



Natasha Colvin
@natasha.colvin

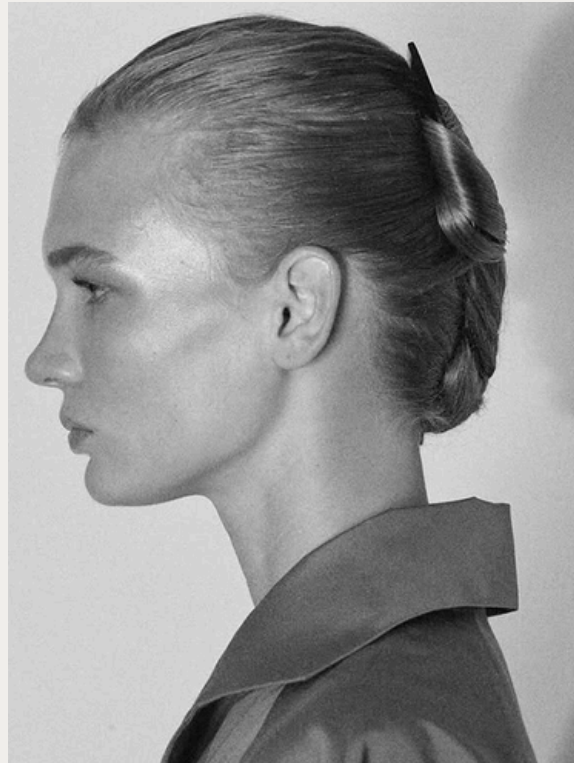


Rana Kim
@ranaflora



MAKEUP

HAIR



Diane Kendal
@diane.kendal

Ben Skervin
@benskervin



01 Shot

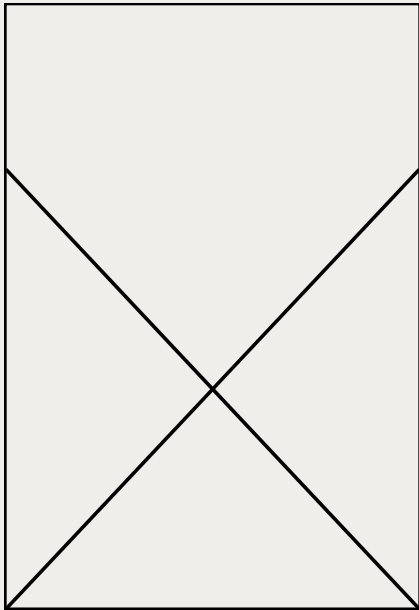
LOCATION



Shot in the middle of a busy street, with people passing by or behind the model, their faces are blurred. Model walking straight ahead to create movement for the lower part of the dress.



MODEL



LAYOUT



OUTFIT



ACCESSORIES



HAIR



MAKEUP



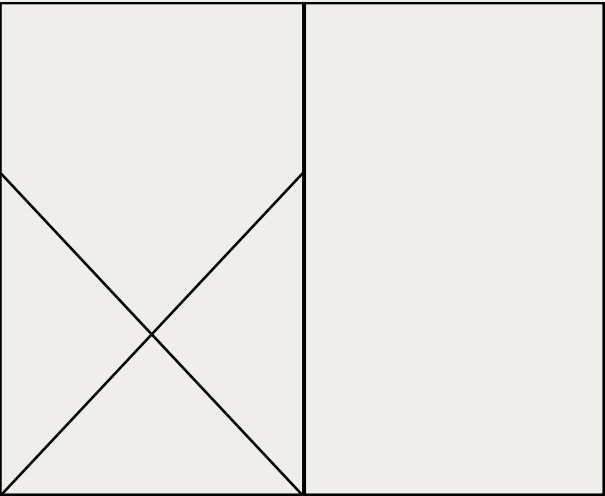
POSE

02 Shot

LOCATION

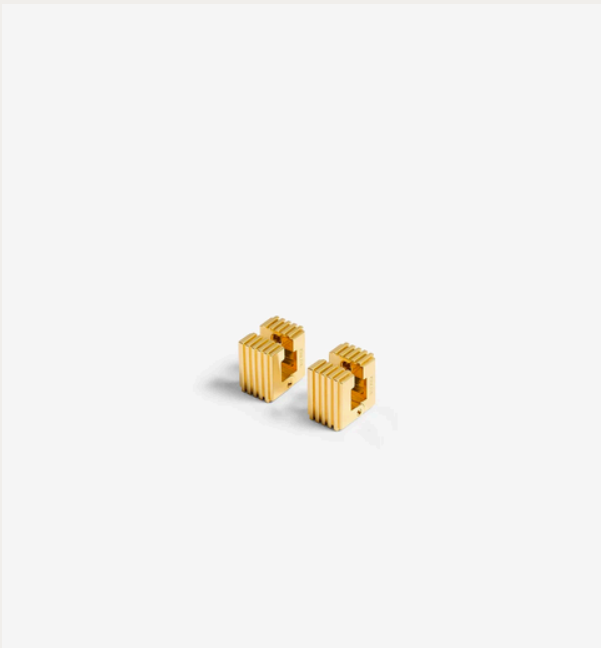


Model is leaning against the concrete wall, chin is slightly up, face is tilted, light hits her face from the right side. Face expression is soft, gaze is strong looking at the camera.



MODEL

LAYOUT



OUTFIT

ACCESSORIES

HAIR

MAKEUP



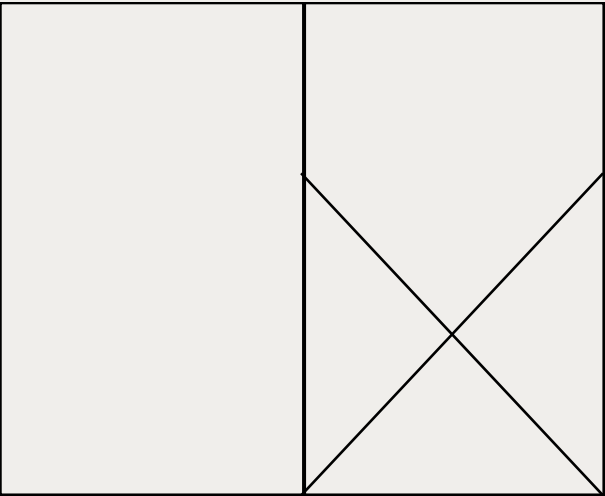
POSE

03 Shot

LOCATION

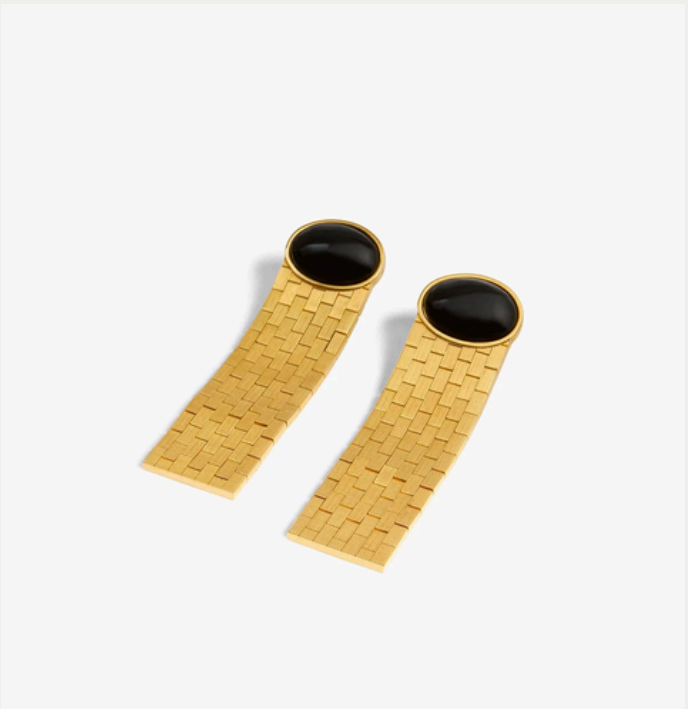
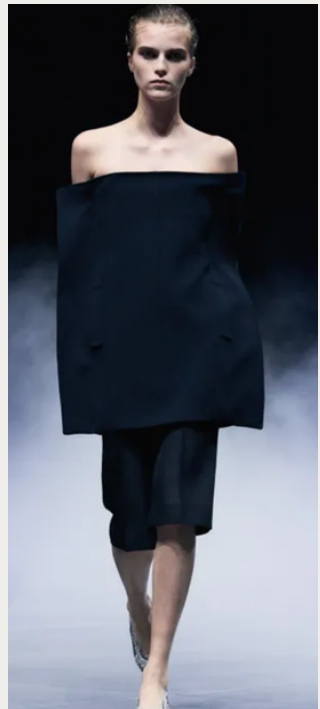


Shot is taken on the rooftop facing one of the high-rise buildings. Model's face is turned right to showcase her hairstyle. Cigarette can be included or substituted with the flower (editor's choice).



MODEL

LAYOUT



HAIR

MAKEUP



POSE

OUTFIT

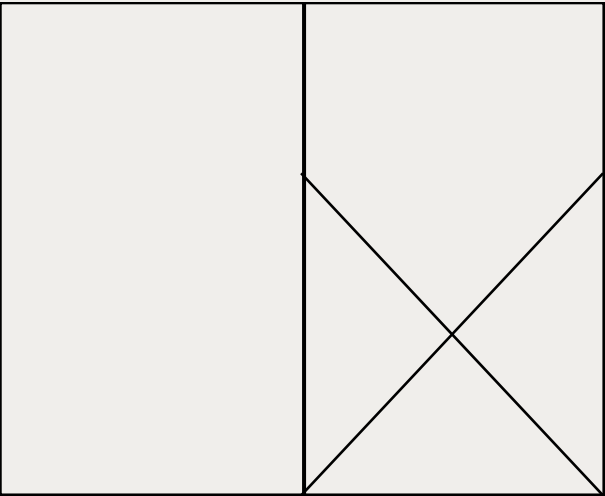
ACCESSORIES

04 Shot

LOCATION



Mid-stride walk. Upright posture, elongated silhouette. Chin level, gaze forward (confident, composed). Shoulders relaxed but controlled. Natural arm swing. Garment must remain sculptural in motion. Capture momentum — effortless, purposeful, uninterrupted.



MODEL

LAYOUT



OUTFIT

ACCESSORIES



HAIR



MAKEUP

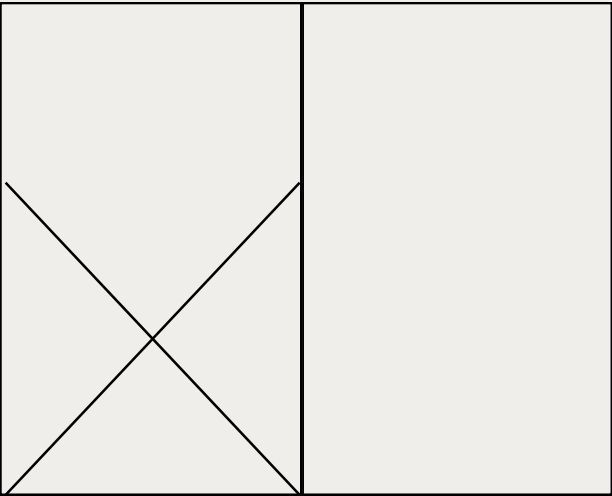
POSE

05 Shot

LOCATION



Shot is taken in front of the concrete wall, table and chairs will be removed. Model is seated on a chair in a relaxed pose. Flowers are placed on the floor on one side. She can play around with leg and head placement.



MODEL

LAYOUT



OUTFIT

PROP

HAIR

MAKEUP

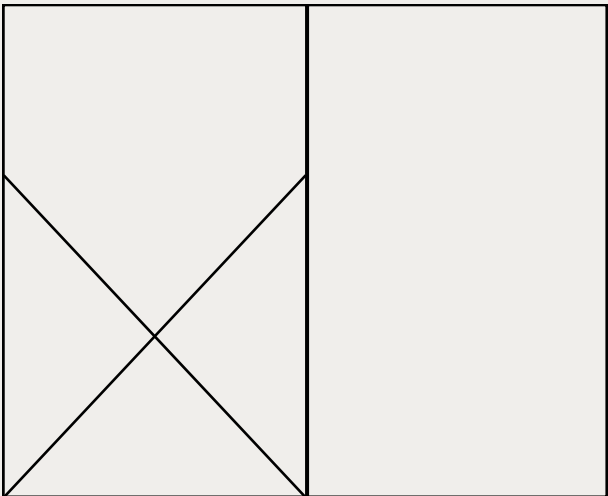
POSE

06 Shot

LOCATION



Shot in front of the wooden kitchen wall, centered between the counters. Static, elongated stance. One hand resting lightly on the counter for balance. Shoulders squared, posture upright. Neutral, composed expression. Minimal movement from the model — motion comes from the floating papers. Maintain strong vertical lines and a controlled, architectural silhouette.



MODEL

LAYOUT



OUTFIT



ACCESSORIES



HAIR



MAKEUP



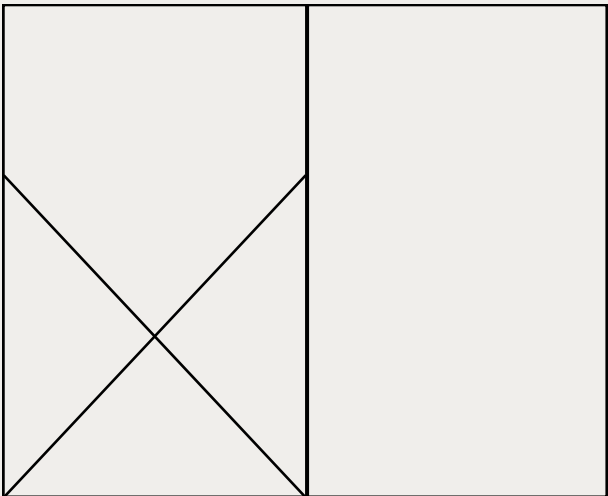
POSE

07 Shot

LOCATION



Shot next to a black column inside the apartment. Full-length, relaxed stance. Hands in pockets. Shoulders slightly dropped but structured. Weight shifted subtly onto one leg to create a long, fluid line. Chin neutral, gaze soft but direct. Minimal movement — focus on clean tailoring and elongated silhouette. Strong, controlled, understated presence.



MODEL

LAYOUT



OUTFIT

ACCESSORIES

HAIR

MAKEUP



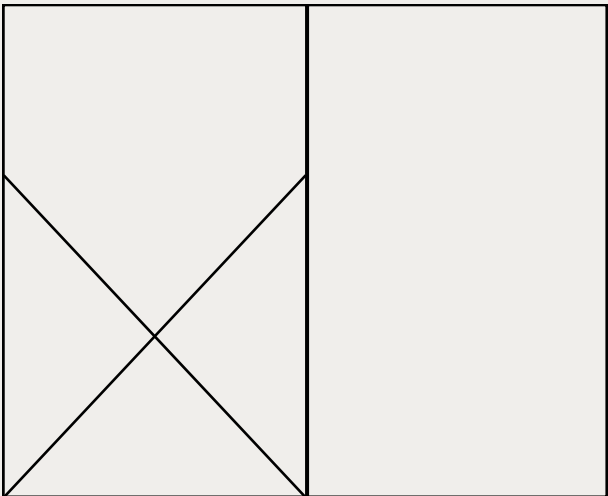
POSE

08 Shot

LOCATION



Shot crossing the street in Tribeca ahead of the bridge connecting the buildings. Strong mid-stride walk. Long, decisive step with coat moving dramatically in motion. Upper body slightly turned, chin angled subtly to the side. Gaze focused, composed. Arms controlled — allow the outerwear to create movement and volume. Capture momentum, power, and urban presence.



MODEL

LAYOUT



OUTFIT



ACCESSORIES



HAIR



MAKEUP



POSE

Call Sheet

CALL SHEET — KHAITE SS26 CAMPAIGN

Tribeca, New York · May 2026

Shoot Title	Photographer	Shoot Date	Call Time
KHAITE SS26 Campaign	David Sims	May 2026	07:30

Description

Brand campaign exploring sculptural femininity, quiet power, and modern tailoring. Shot across minimal interiors and urban exteriors in Tribeca, New York.

Location

Primary: Private Tribeca Apartment, NYC
Secondary: Exterior streets surrounding location

CREW	NAME	TIME	SCHEDULE
Art Director / Producer	Darya Zozulya	07:30	Crew Call / Setup
Photographer	David Sims	08:00	Model Call + Hair & Makeup
Stylist	Natasha Colvin	10:00	Shoot Start
Hair	Ben Skervin	12:30	Lunch
Makeup	Diane Kendal	13:30	Exterior Looks
Florist (selected shots)	Rana Kim	17:30	Campaign Hero Shot
		18:30	Wrap

TALENT	ROLE
Vittoria Ceretti	Model

Additional Information

- 8 total shots incl. 1 campaign hero · Mix of B&W; + Color
- Florist required for 3 selected shots only · Wardrobe by KHAITE
- No personal guests · Phones off during shooting

Local Emergency: 911 · Nearest Hospital: TBC

Agreed Concept — Client Sign-Off

This presentation serves as the approved pre-production shoot plan. All creative and production elements are confirmed prior to execution.

Scope & Usage

Usage, territory, duration, and platforms to be confirmed prior to production. Standard fashion usage: 3–6 months

Wardrobe & Merchandise

All approved merchandise is final upon sign-off — no changes after approval please.

Client is responsible for ensuring all pieces are prepared, delivered, and shoot-ready.

Amendments

Minimum two weeks’ notice required for any requested changes.

Late alterations may result in revised timelines and additional costs.

Styling & Production Protocol

Styling briefs and look sequencing are finalised prior to shoot.

Client Approval

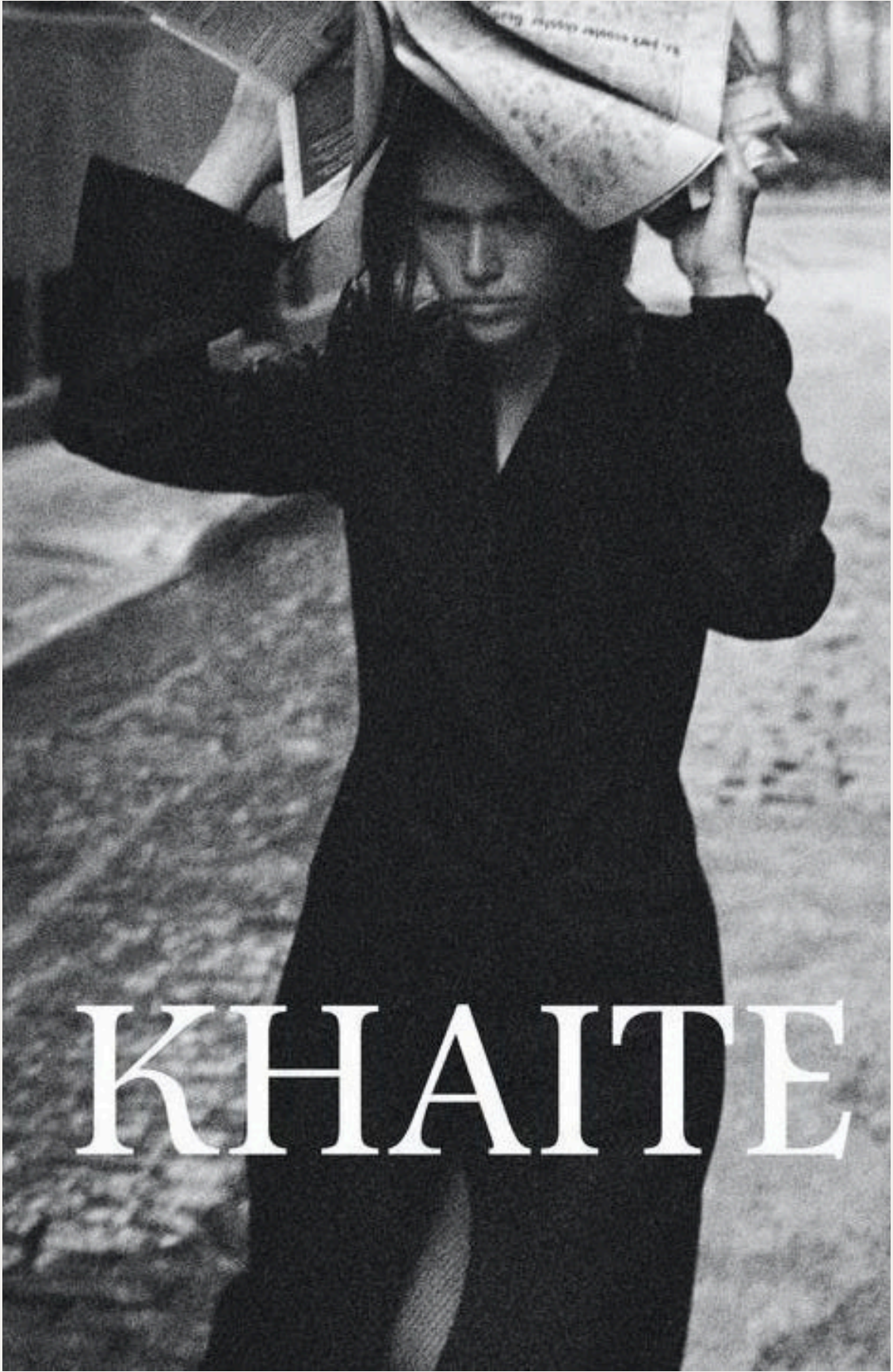
Client / Company: _____

Approval Date: _____

(Formal contracts and detailed terms apply separately)

Disclaimer

The following shoot guide is intended as a preliminary framework and includes references to assist with the execution of this production. It is neither exhaustive nor definitive. Modifications may occur as the production evolves.



Thank you!

