

# AURALEE

## Storytelling Project

Project Methodology of Visual Communication  
MA. Fashion Digital Marketing, NABA

Presented by  
Mimi, Thitirat Wonghirawat





# Main topics



## Part 1 Analysis

Brand Overview

Brand Communication and Assets

Brand Values

## Part 2 Strategy

Suggested Editorial Concept

## Part 3 Storytelling Project

Storytelling Format and Elements

## Part 4 Communication Calendar

Editorial Planning

Commercial Planning



# PART 1 ANALYSIS





Established in 2015,  
Auralee means... The Lands That Lights Up



**Brand Values**

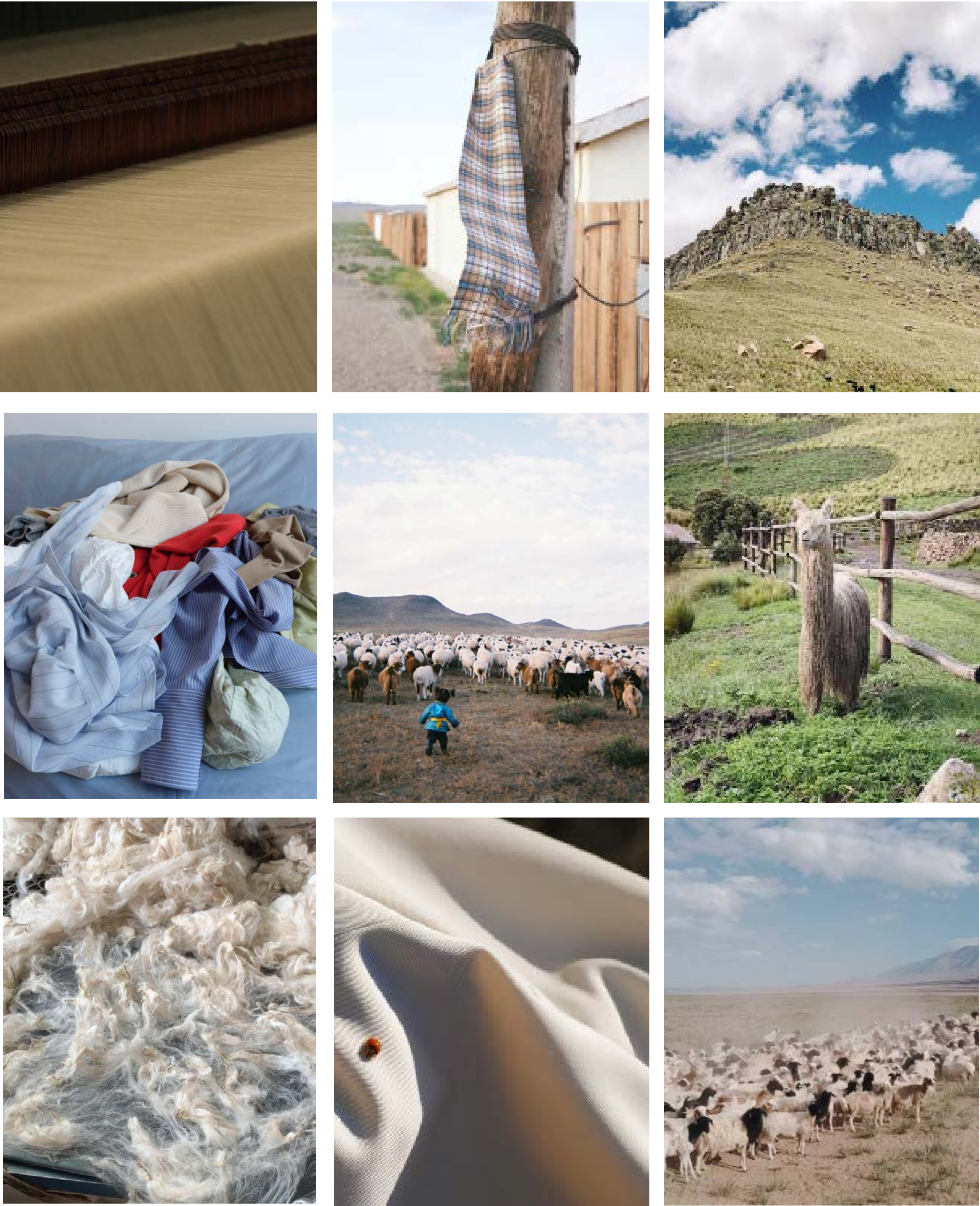
Calm Elegance  
Sensitive Formality  
Gentle Sophistication

**Brand Essences**

Unique Nature Character  
Craftmanship and Garment  
Nonpareil Quality











People who... **like to express their style in a subtle and sophisticated way**



**Gender**

Men and Women

**Aged**

From 25 to 45 years old

**Lifestyle and Values**

Discerning  
Value simplicity, garments, and nature  
Understated elegance





# BRAND COMMUNICATION

Instagram





Instagram Matrix



Reels Content



Number of Impression average 10K-160K

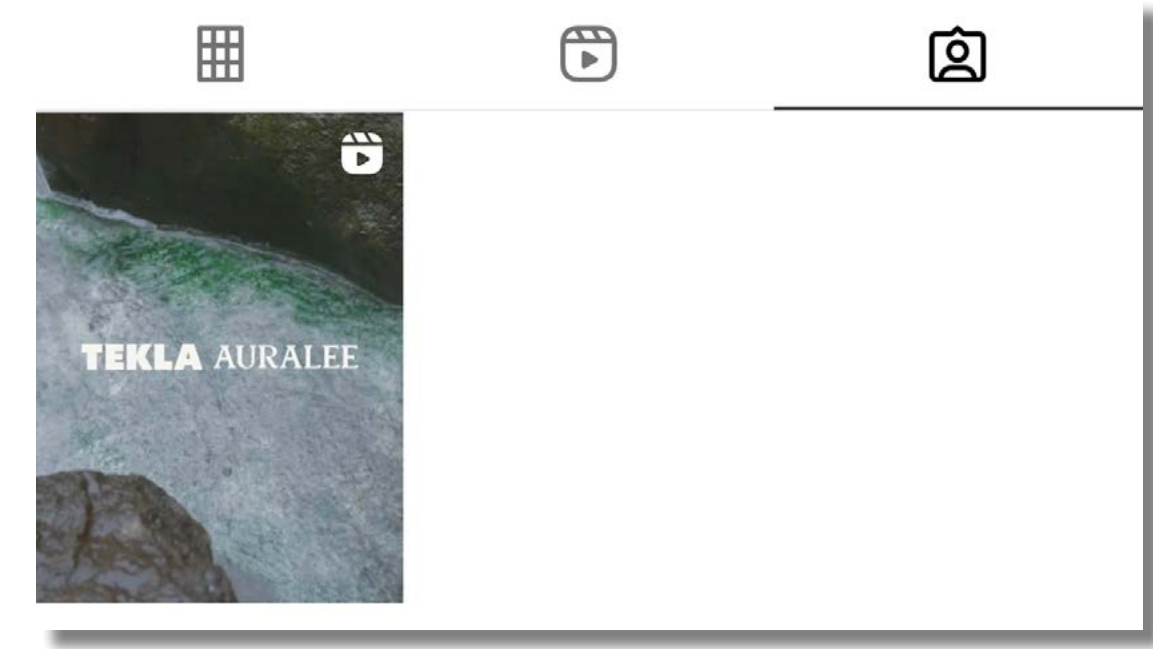


Instagram Highlights



- Auralee playlists on Spotify
- Content based on projects
- Announce hiring positions
- Material matters projects

Tagged Post



Insights:

Main Reels Content Focused on Brand's Projects:  
1. Fashion Show 2. Collaborations

Auralee hides all tagged post except one content for collaboration due to maintaining brand's aesthetic.



CONTENT  
ARCHITECTURE

Posts no.1-9  
as of March 9, 2025

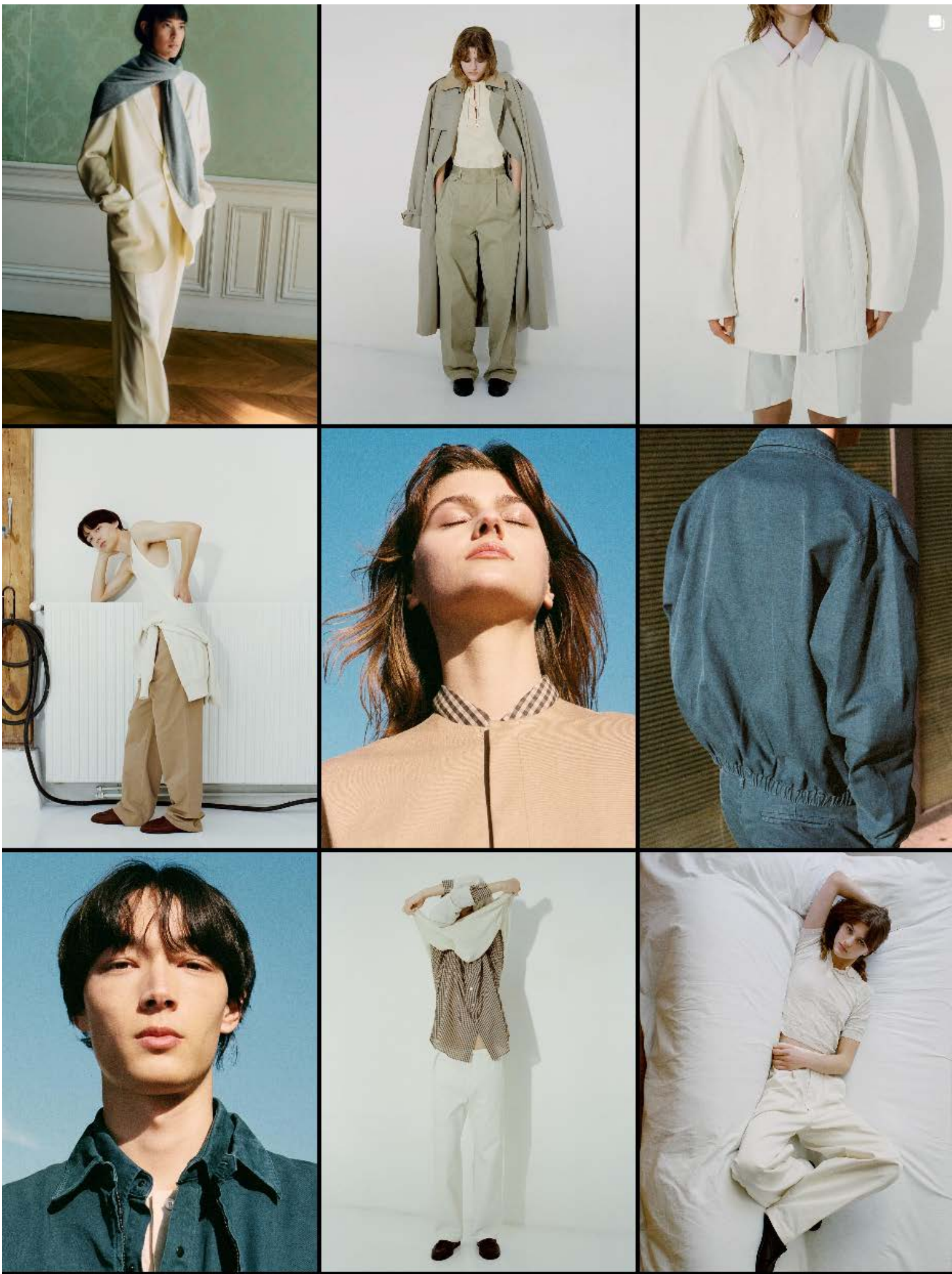


Still-Life Bag	On-Body Bag	On-Body Bag
On-Body Bag	On-Body (Project A) Clothes	On-Body (Project A) Clothes
On-Body (Project A) Clothes	On-Body (Project B) Clothes	On-Body (Project B) Clothes



# CONTENT ARCHITECTURE

Posts no.10-18  
as of March 9, 2025



On-Body (Project B)  Clothes	On-Body (Project C)  Clothes	On-Body (Project C)  Clothes
On-Body (Project C)  Clothes	On-Body (Project D)  Clothes	On-Body (Project D)  Clothes
On-Body (Project D)  Clothes	On-Body (Project E)  Clothes	On-Body (Project E)  Clothes



# CONTENT ARCHITECTURE

Posts no.19-27  
as of March 9, 2025



On-Body (Project E)  Clothes	On-Body AW25  Behind the scene	On-Body AW25  Behind the scene
On-Body AW25  Behind the scene	On-Body AW25  Behind the scene	On-Body AW25  Behind the scene
On-Body AW25  Behind the scene	On-Body AW25  Behind the scene	On-Body AW25  Behind the scene



# CONTENT ARCHITECTURE

Posts no.28-30  
as of March 9, 2025



On-Body AW25	On-Body AW25	On-Body AW25
Behind the scene	Behind the scene	Behind the scene

## Insights:

‘Content Architecture is strategically planned according to projects with 3 posts in average.

Besides, Auralee posts more Fashion Show content posts, for example, 12 posts per concept for AW25.’





On-Body Shots

Auralee uses storytelling style for caption with the name of models and details for each looks. Giving a visual connection to casual life to audience.



Still-Life Shots

Still-Life Shots of Auralee share similar visual styles. With home and nature background, it gives the feeling of warmth and calm as well as cozy and intimated sensation.



STORYTELLING  
FORMAT



Collaborations



‘Equilibrium’  
AURALEE x New Balance

Photography by Deo Suveera & Pamela Dimitrov  
Styling by Hisato Tasaka

TONE  
OF VOICE

Brand Tone of Voice is recognized  
through Model Poses and Colors  
matching.

Bold



Modest



Natural



Confident





# COMPETITOR



## On-Body Shots



## Fashion Show Content



## Reels Content with Still-Life



[https://www.instagram.com/tv/CVtzQnUjWbp/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/tv/CVtzQnUjWbp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

## Insights:

Considering Issey Milyake as Auralee Competitor on communication, brand show the dynamic of content including model poses, lighting, and different effect/technique shooting on fashion show content.



# BRAND COMMUNICATION

Website





Website Homepage

Main Visual is updated frequently, represented as brand showcase for latest campaign collections.





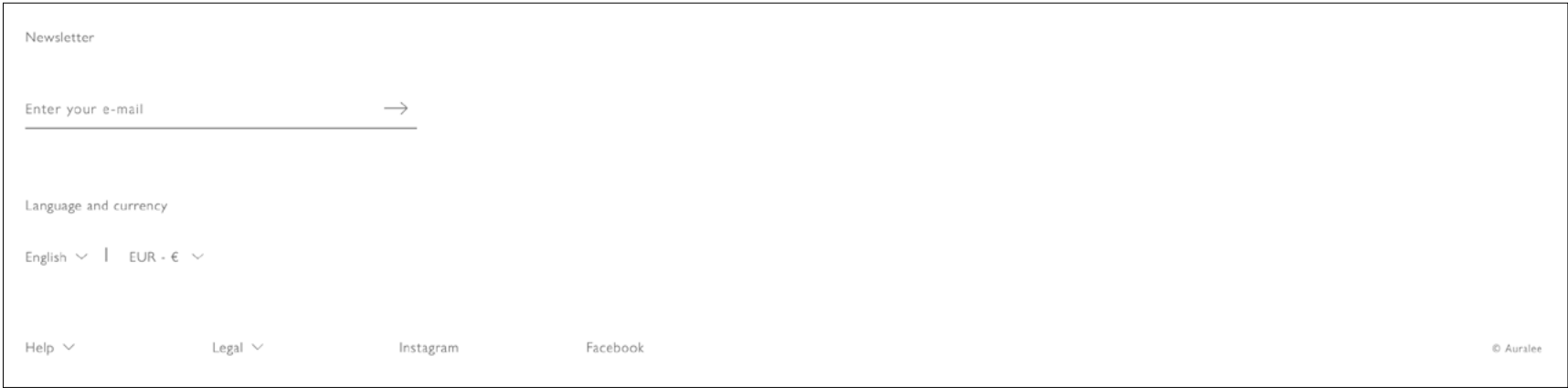
## Main Menu



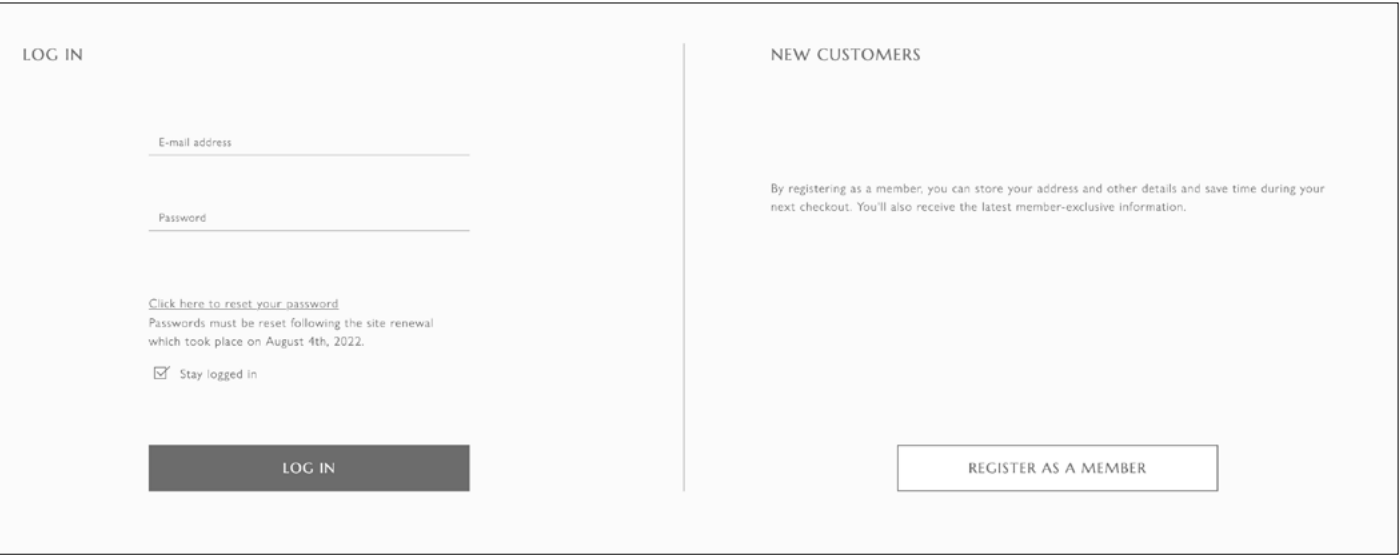
## Sub-Menu Categories



## Website Footer



## Online shopping and Customer Account





# VISUAL IDENTITY & VISUAL ASSETS

Auralee keeps maintaining brand identity by using the same Font style, applied to all content on Website with same text color in grey.

Showing their modest and sophisticated identity.

## Logo



1. Light-grey color

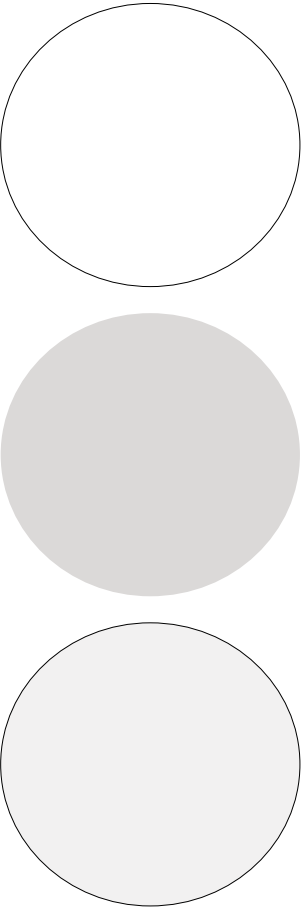
2. White color with BG image

## Font Style




Yu Gothic

## Colors






Product Lists Page



SUPER FINE WOOL STRIPE SHIRT


€616.00 tax in



SUPER FINE WOOL MULTI STRIPE SHIRT


€616.00 tax in

On-body shots only on white background with small different detail.



LIGHT WOOL MAX GABARDINE SLACKS


€577.50 tax in



HARD TWIST DENIM 5P PANTS

€434.50 tax in

Product Details Page



SOLD OUT

ONSEN TOWEL

€ 44.00 tax in

MIST STRIPES

F

—

COLOR


SIZE

Description	Material	Care	Size Guide
<p>Towels are designed to be gentle on the skin, perfectly balancing softness with absorbency for drying with minimal effort. Towels are made from 100% organic cotton in a lighter weight 450 GSM terry weave to improve drying in more humid environments.</p> <p>In addition, a special "Onsen towel" is introduced based on the traditional size of towels available at Japanese public baths with a longer canvas label that can be used for securing the towel when worn around the neck.</p> <p>The extra-long cotton yarns used provide a superior touch and long-lasting durability, while the fabric's long loops ensure high absorbency.</p> <p>Inspired by onsen and being in nature, Tekia's stripe patterns and Auralee's signature colouring are combined to create colourways reminiscent of water and light reflecting off of it.</p>			

REMIND ME

WISH LIST

Product Details Page includes On-Body and Close-up shots.



SUMMER CASHMERE KNIT CREW NECK CARDIGAN

€ 643.50 tax in

LIGHT GREEN

0 1 2

—

COLOR

SIZE

Description	Material	Care	Size Guide
<p>Summer knit made from 100% cashmere yarn, which has been twisted slightly for added strength and dyed slowly at low temperatures to preserve the fibers. It is hand-washable, making it suitable for spring and summer wear. The knit features a chunky, soft texture.</p> <p>Slim fit</p>			

ADD TO BAG

WISH LIST

Shopping guide

Customer service  
International shipping is available.

As well as Still-Life shot on white background.



**‘Touch’ Sensation**  
**— Mongolia’s Baby Cashmere**



**Raw Materials and Sensation**  
**as a main storytelling**

Auralee always communicate through editorial projects about Materials sources and key characteristics of each materials based on human sensations.

**‘Touch’ Sensation**  
**— Wool Max Canvas Garments**



**‘Touch’ Sensation**  
**— South Africa’s Brushed Super Kid Mohair**



**EDITORIAL**  
**STORYTELLING**



# PROJECT STORYTELLING



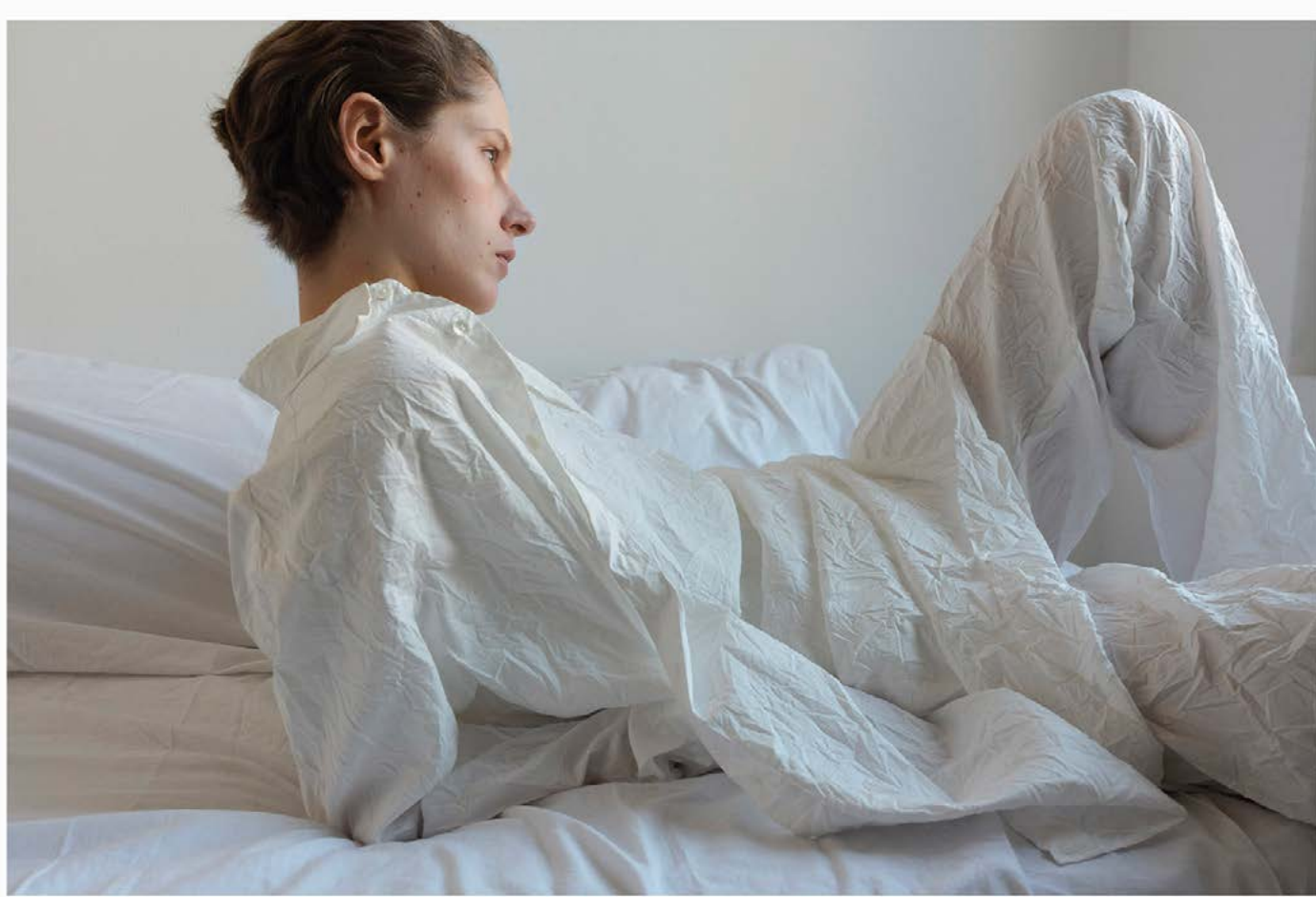
'Thinking Patterns' AURALEE × New Balance WRPD Runner

Photography by Xiaopeng Yuan  
Styling by Hisato Tasaka



Going in / Going out

Styling & Art Direction by Charlotte Collet  
Photography by Angèle Châtenet



A Morning in a Hurry

Styling by Virginie Benarroch  
Photography by Stanislas Motz-Neidhart



Chino Days

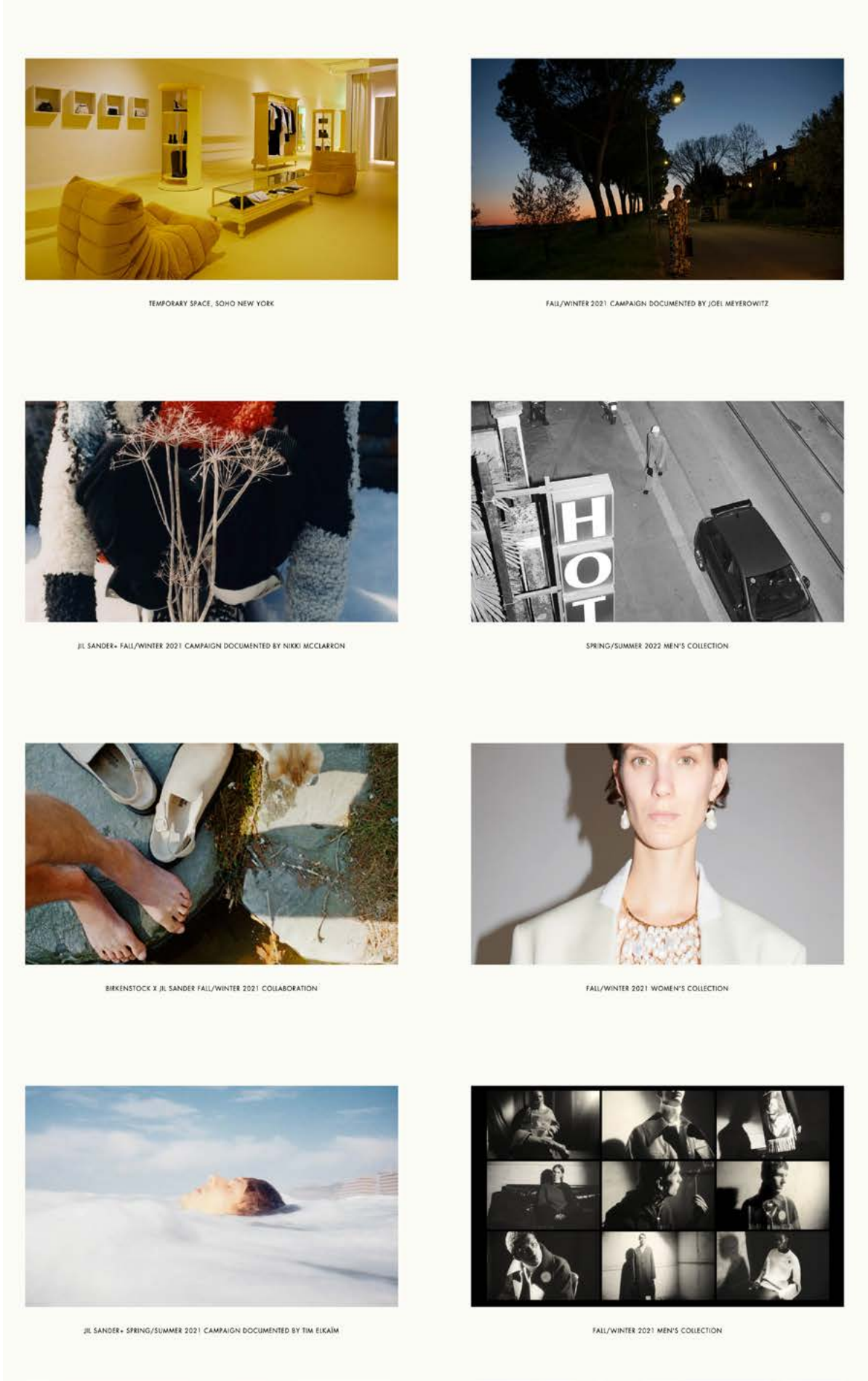
Styling and art direction by Charlotte Collet  
Photography by Angèle Châtenet



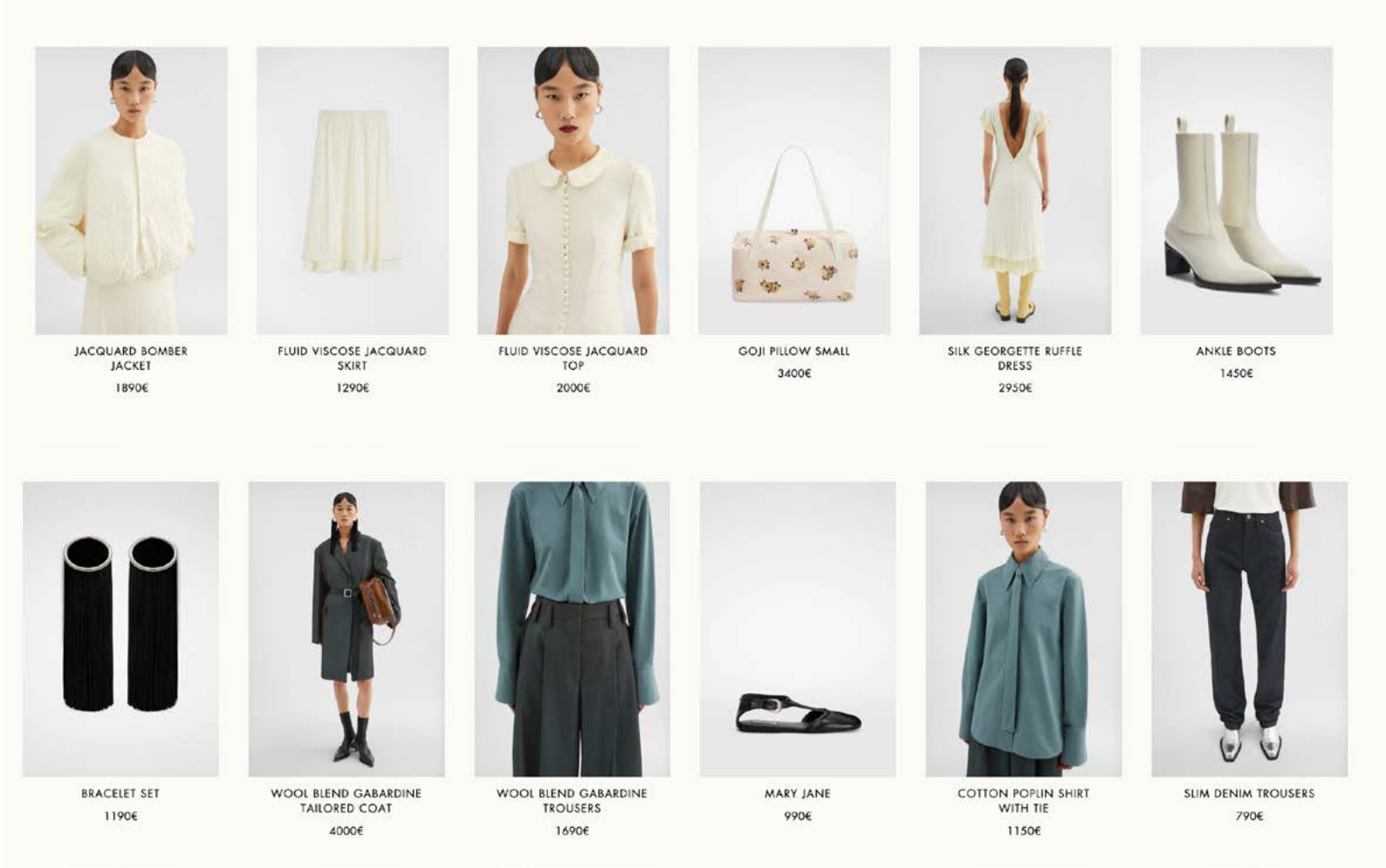
# COMPETITOR



## Project Page



## Product Page



## Insights:

Jil Sander Website lists all product pages by total look which shorten the website journey of visitors, leadind to the desire to buy products faster.





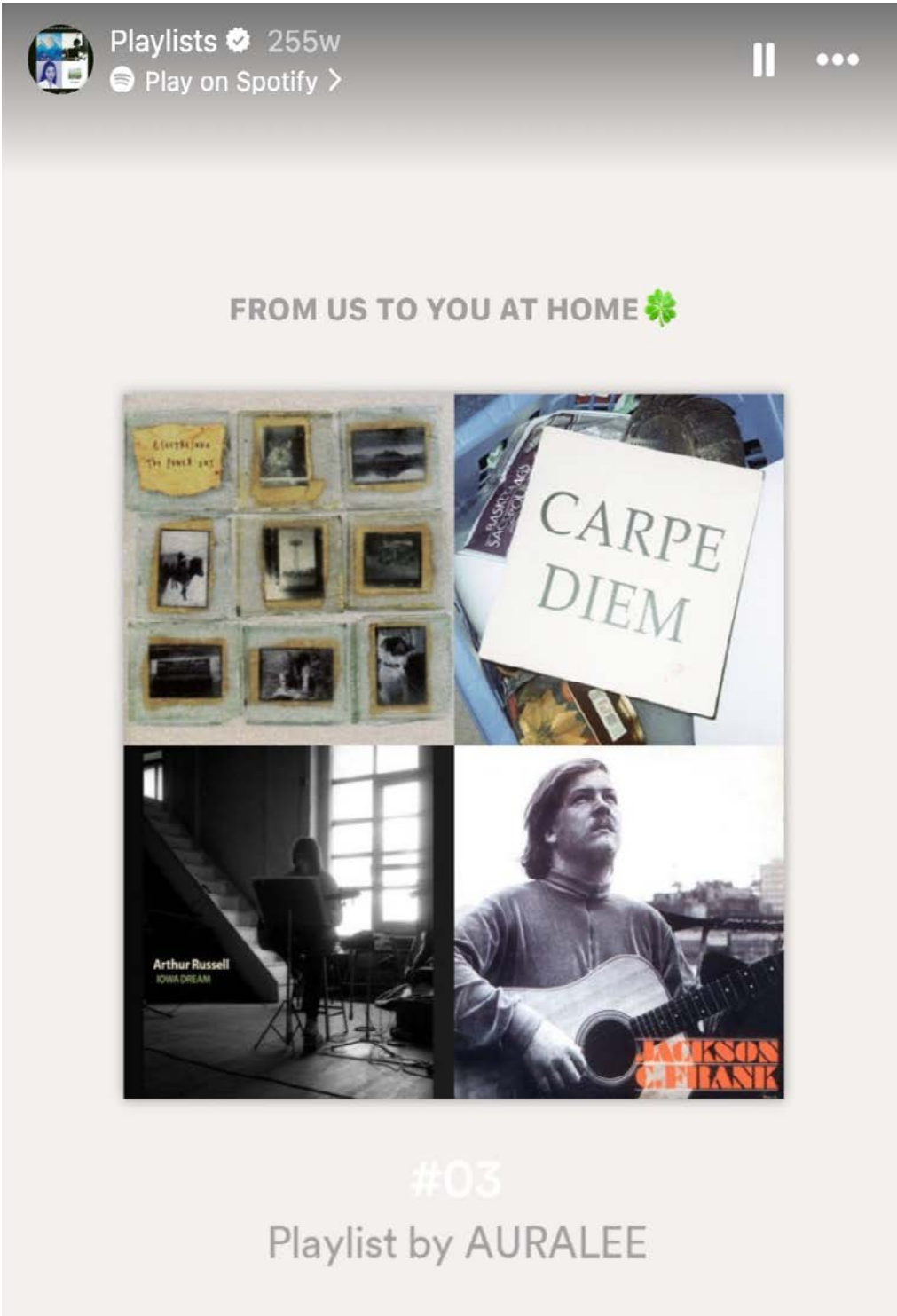
# COMMUNICATION ANALYSIS



# STRENGTHS & WEAKNESSES

## Strengths

1. Utilizing Communication style with Playlist on Spotify through auditorial sensation allows audience to connect with brand personality.



## Weaknesses

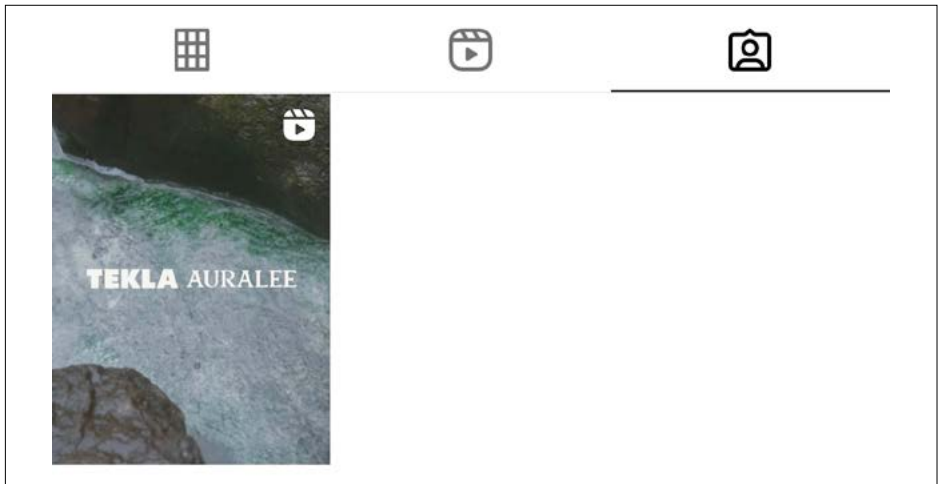
1. Replication of Content style of the same Collection



Posted on January, 2025

Posted on March, 2025

2. No tagged-post could make brand identity as closed-off.



## Suggestion

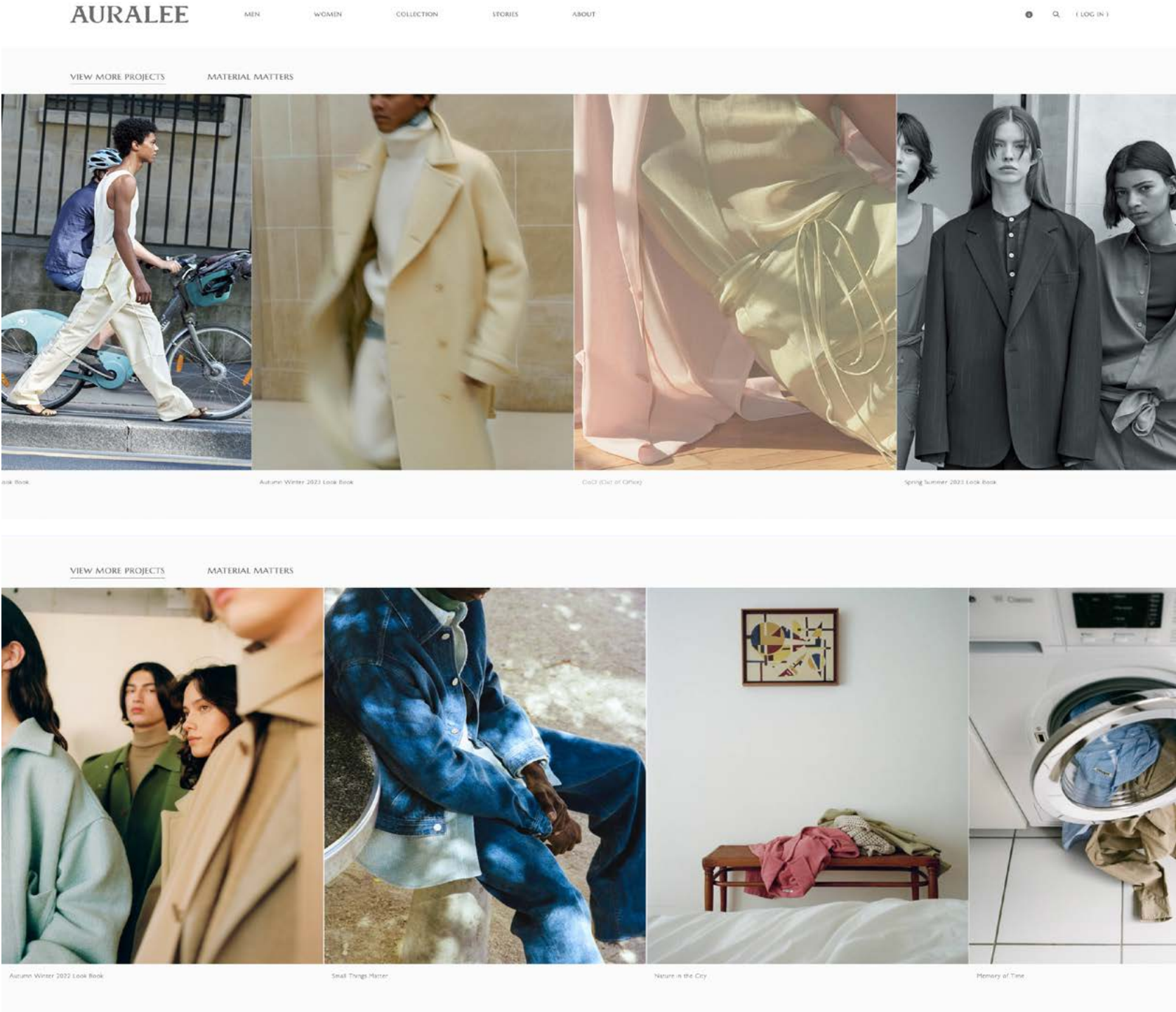
If Auralee wants to keep aesthetic look and feel of images on Instagram, brand can select to show some Tagged posts that align with brand aesthetic.



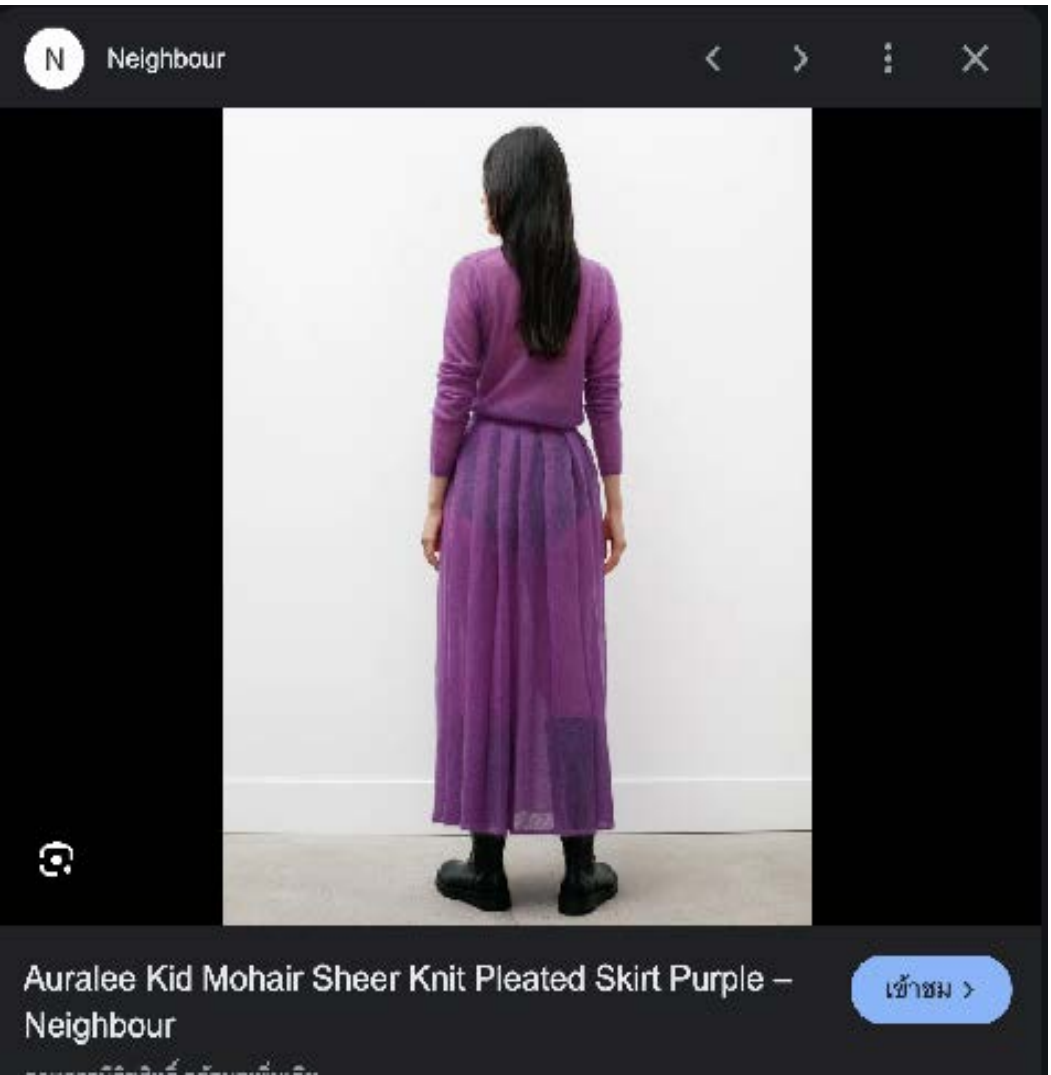
# STRENGHTS & WEAKNESSES

## Strenghts

1. Different Concepts of Look Book and Collaborations with photographers who have unique photoshooting style. Auralee’s photo style is always interesting.



## Weaknesses



1. Sold-out items were removed from Brand Website but they are still on third party eCommerce.

## Suggestion

Keeping the sold-out items on official website could allow brand to represent its high-demanding from cusWtomers as well as showing their variety of past collections.



# CORE CHALLENGE

Even though Auralee is constantly communicating their values, there is still the lack of dynamic through Visual Content and Tone of Voice.

# FOUNDER’S VISION

‘*N*ot expanding too much and taking a slower, calculated approach - has also been a huge part of how we’ve been able to maintain things. Not wanting to blow up too much and just keeping things sustainable in terms off growth.’

‘*E*very single morning there’s some sort of meeting with one of the people in the process. It’s that constant communication that allows us to make what we do, and which we hope is ultimately a net positive for everybody involved.’

‘*T*he core structure of the brand has always been a tight-knit group of like-minded people, not only sharing like-mindedness but also having similar values.’

## TRANSLATED TO COMMUNICATION

Delicated and Meticulous designing each single pieces of clothes. Material cautious.

Valuing Internal Connection, Craftmanship, Process of products

Deep connection and care with nature

## PROJECTS

Storytelling of the whole process for each collections since the beginning of Clothing designm, Color Material selections, Fittings - **Short clips for each steps under 1 collection whole story**

Behind the scene of internal team communication and other communities who involve - **Behind the scene VDOs and Photoshoot showing all atmosphere**

Content of like-minded personas with sharing connection and intimacy relationship - **On body with group of models and Editorial video in Casual Styles**



# BRAND VALUES





A sense of authenticity and trustworthiness.



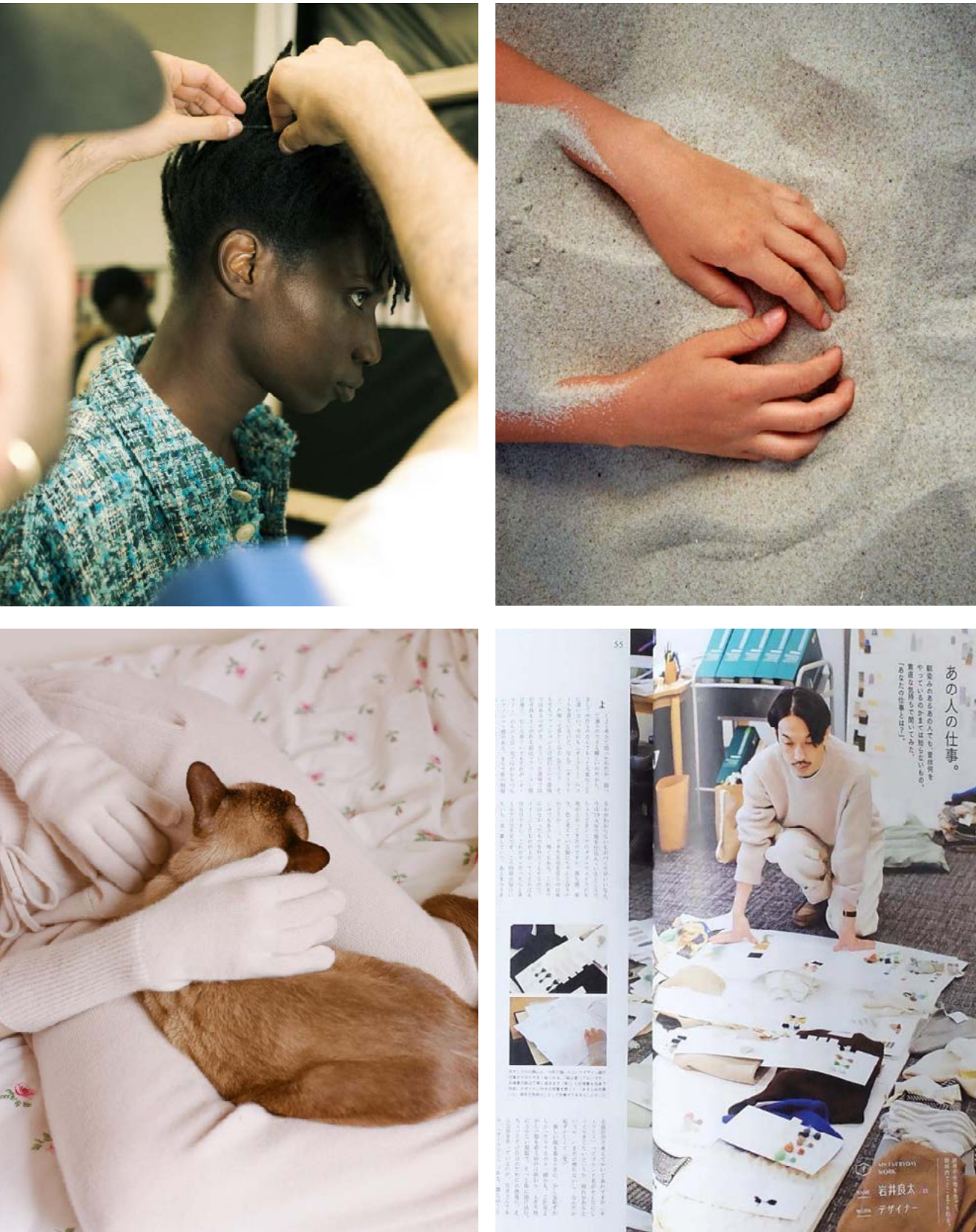
1) Calm Elegance

Committed to building strong and respectful relationships with social, animals and nature.



2) Sensitive Formality

Attention to details by being refined and stylish without being intimidating.



3) Gentle Sophistication



# PART 2 STRATEGY



# EDITORIAL CONCEPT

## ‘The Boundless We’

### Concept explanation:

**Boundless connection of Auralee collective identity** through natural materials, care of local culture and animals, comfortable touch of clothes.

### What is **new** in this concept?

- ▶ Expanding the boundless connection to simple and natural life with **sensation of taste, sight, smell, and touch** of fruits and vegetables.
- ▶ And the **collaborations with other industries** who share similar values to communicate **that we are all connected in the way we do no matter what products we are offering.**



*Comfortable touch*



*Natural materials*



*Sensation of edible plant parts*



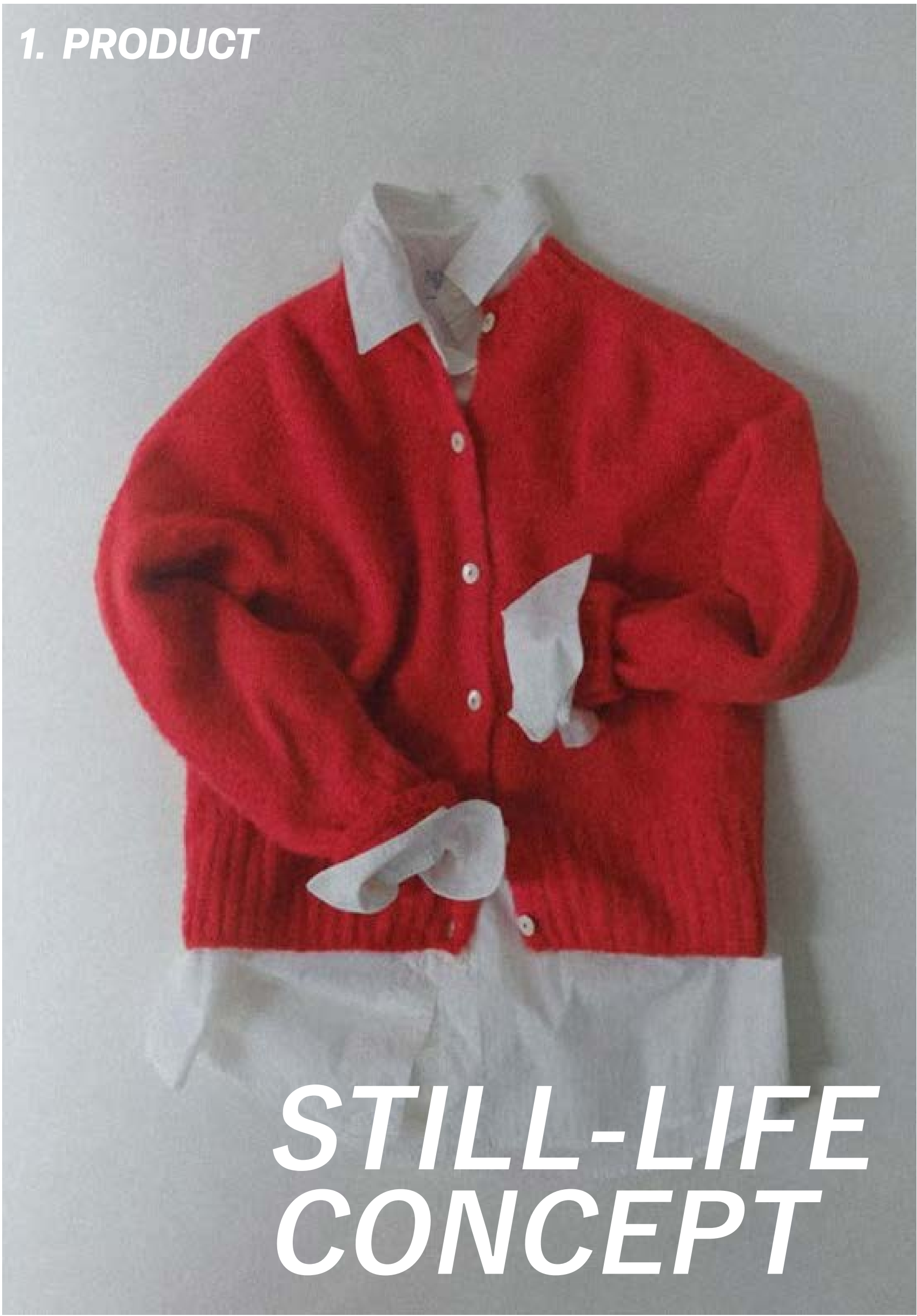
*Connected with other industries*



# PART 3 STORYTELLING PROJECT



1. PRODUCT



TOUCH AND SIGHT

Touch and Sight sensations of textures and colors that influence from objects in real life

- Representing matching color and of..

- 1. Raw Materials
- 2. Fruits and Vegetables





# PROTOGRAPHER

Stanislas Motz-Neidhart



# LOCATION

The Area Studio, Milano





PRODUCTS



BRUSHED MOHAIR  
PULLOVER  
- JADE GREEN -



BRUSHED MOHAIR  
PULLOVER  
- INK BLACK -



BRUSHED MOHAIR  
PULLOVER  
- PINK BEIGE -



WOOL KID MOHAIR  
HOP SACK SHORTS  
- IVORY WHITE -



COTTON CASHMERE  
CORD KNIT CARDI-  
GAN  
- LIME -



BABY CASHMERE  
KNIT LONG GLOVES  
- NATURAL BROWN -



BABY CASHMERE  
LONG STOLE SCRAF  
- PURPLE -



WOOL BABY CAMEL  
BRUSHED YARN KNIT  
CAMISOLE  
- BLACK -



BLUEFACED WOOL  
MINI SKIRT  
- BROWN CHECK -



# IDEA CONCEPT (9 ASSETS)

3 images per post

1.



4.



7.



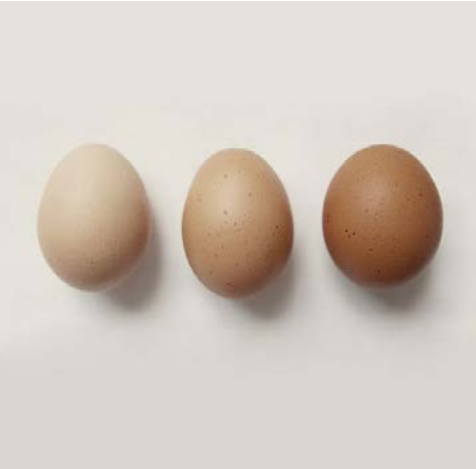
2.



5.



8.



3.



6.



9.





# SHOOTING LISTS

Products + Nature Elements + Materials

Reference:

1.



2.



3.



Nature Elements + Products + Materials

Reference:

4.



5.



6.



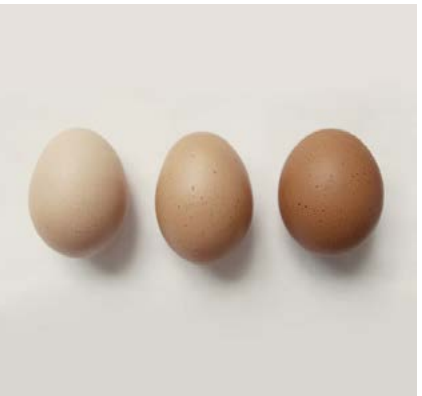
Nature Elements + Products + Materials

Reference:

7.



8.

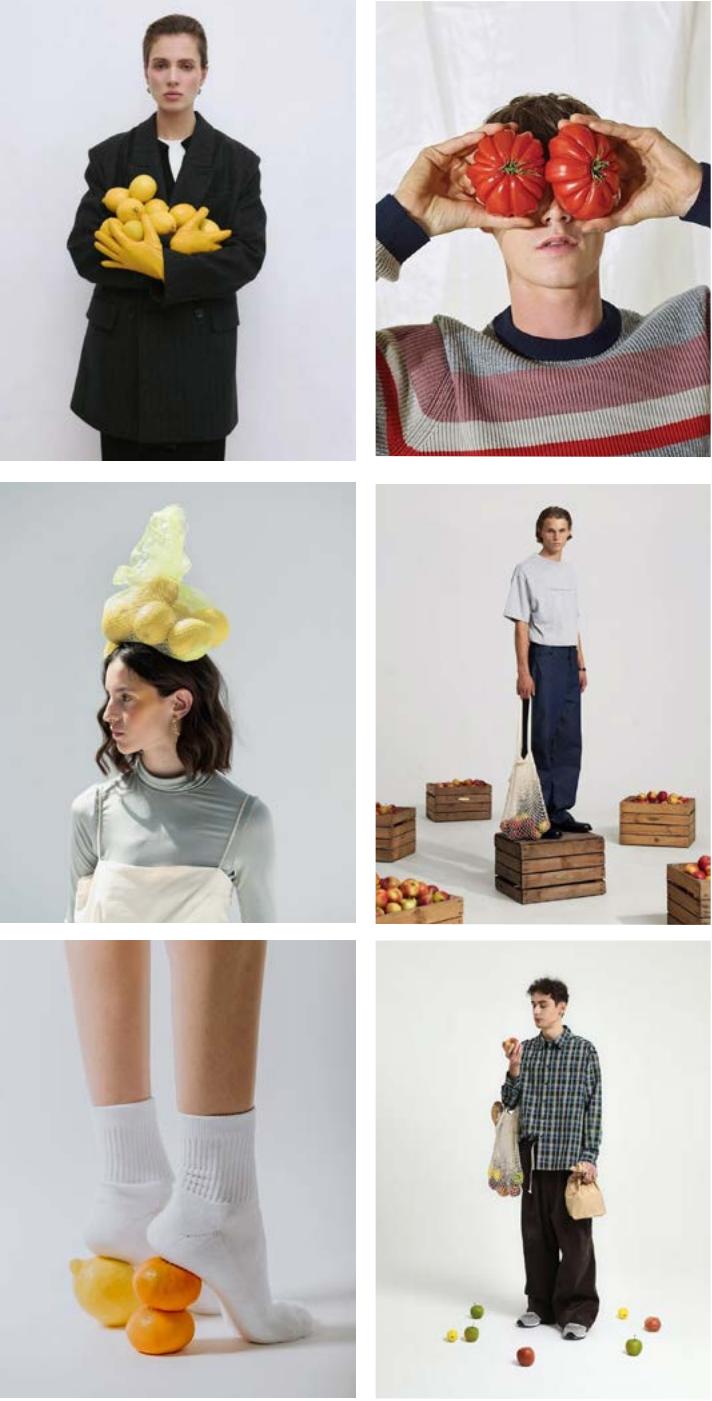
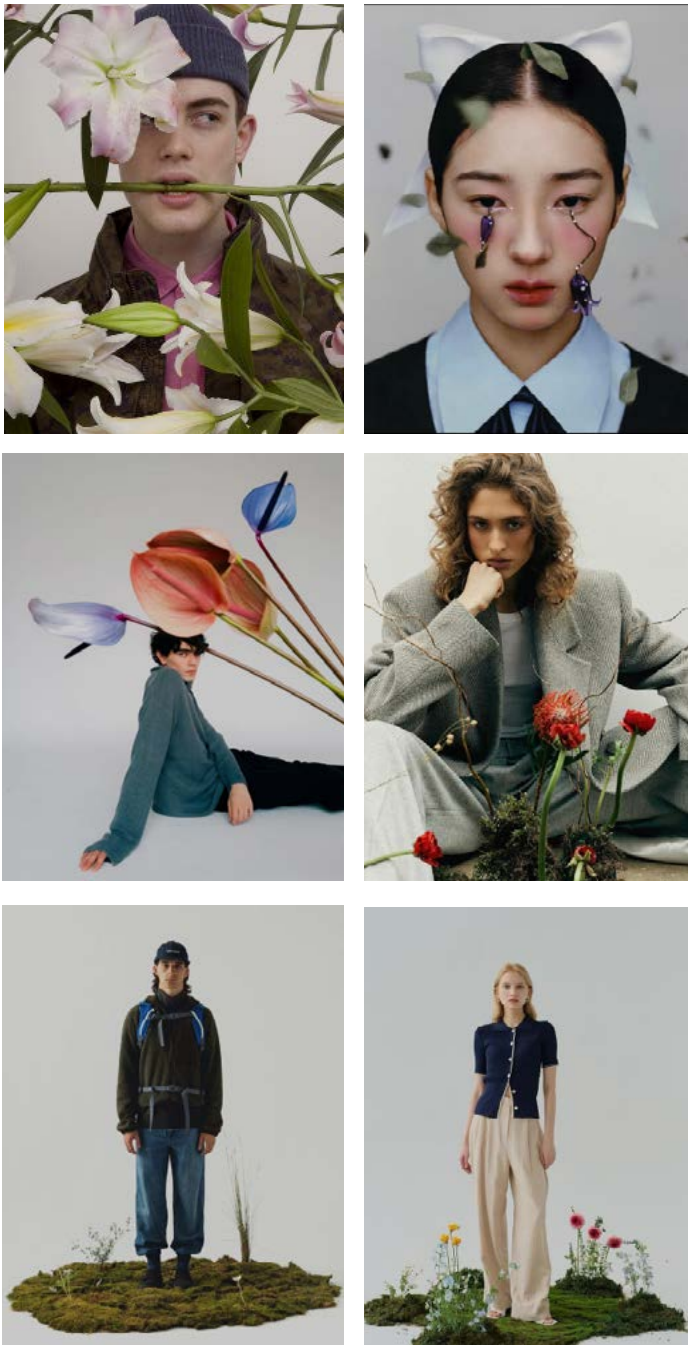


9.





1. PRODUCT





LOOKS

Earth Day



Beginning of Summer Drops



Simplicity of Touch





1. PRODUCT

ON-BODY  
CONCEPT 1

EARTH DAY

Auralee clothes always connect with the nature.  
To celebrate Earth Day, this concept is to merge the reality of plants and flowers growing from the ground

- Showing a connection with people with Auralee clothes on.





PROTOGRAPHER

Cho Gi-Seok



LOCATION

The Area Studio, Milano





Cast



Lucas Bin

HEIGHT 6'2 1/2"  
HAIR Brown  
EYES Blue  
SUIT 38R  
WAIST 30  
INSEAM 34  
SHIRT 15  
SHOE 12

Looks

1.



2.



3.



Poses



Props





Cast



Chen Yang

HEIGHT 5'9 1/2"  
HAIR Black  
EYES Brown  
BUST 30 1/2  
WAIST 23 1/2  
HIPS 34 1/2  
SHOE 7 1/2

Looks

4.



5.



6.



Poses



Props



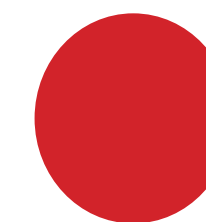


## 1. PRODUCT

ON-BODY  
CONCEPT 2**BEGINNING OF SUMMER DROPS**

Brighten up summer season **with sight and taste sensation of sour** through fresh colors inspired by fruits in daily life.

- Main colors in the concept are giving freshening-up energy, matching Auralee color palette in clothes.





PROTOGRAPHER

Max Farago

LOCATION

The Area Studio, Milano





Cast



Leon Dame

HEIGHT 6'2"  
HAIR Brown  
EYES Brown  
SUIT 38  
WAIST 28 1/2  
INSEAM 32  
SHIRT 15  
SHOE 10 1/2

Looks

1.



2.



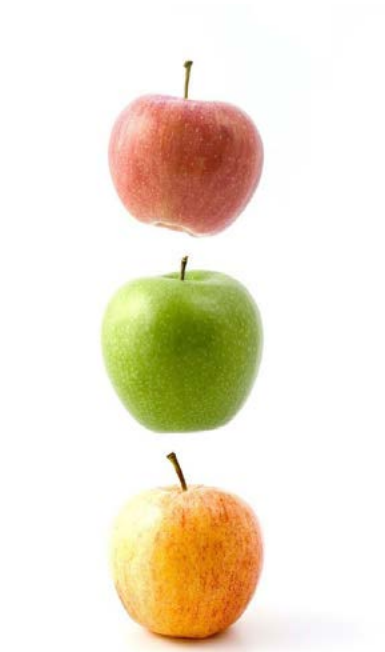
3.



Poses



Props





Cast



**Wali Deutsch**    HEIGHT 5'11 1/2"  
                             HAIR Dark Brown  
                             EYES Brown  
                             BUST 32  
                             WAIST 23 1/2  
                             HIPS 35  
                             SHOE 9 1/2

Looks

4.



5.



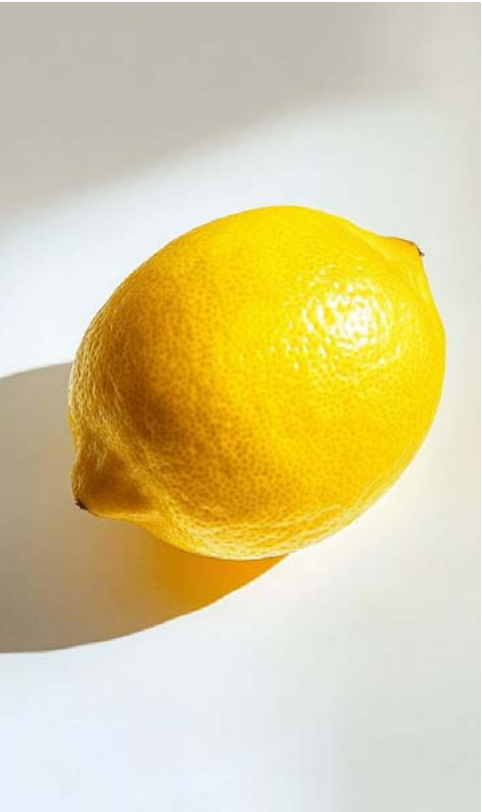
6.



Poses



Props







**SIMPLICITY OF TOUCH**

Comfortable and natural feelings are the key of Auralee.

The photoshoot shows the natural movement of models, dressed in simple and easy looks of Auralee.





PROTOGRAPHER



Max Farago



LOCATION

Cross Studio, Milano





Cast



**Mica Arganaraz**    HEIGHT 5’10”  
HAIR Brown  
EYES Brown  
BUST 31  
WAIST 24  
HIPS 34  
SHOE 8

Looks

1.



2.



3.



Poses



Props





Cast



Mase Somanlall

HEIGHT 6'1"  
HAIR Brown  
EYES Brown  
SUIT 38R  
WAIST 28 1/2  
INSEAM 32  
SHIRT 15 1/2  
SHOE 11

Looks

4.



5.



6.



Poses



Props







**PROCESS MATTERS**

Applying concept according to Auralee current project of **Material Matters**.



Content shows the connection between those who are behind all the process and those who are at the front show.





# VIDEOS

15-second videos in two grids with models walking, wearing different clothes, on the top and behind the scene with, different processes, at the bottom grids.

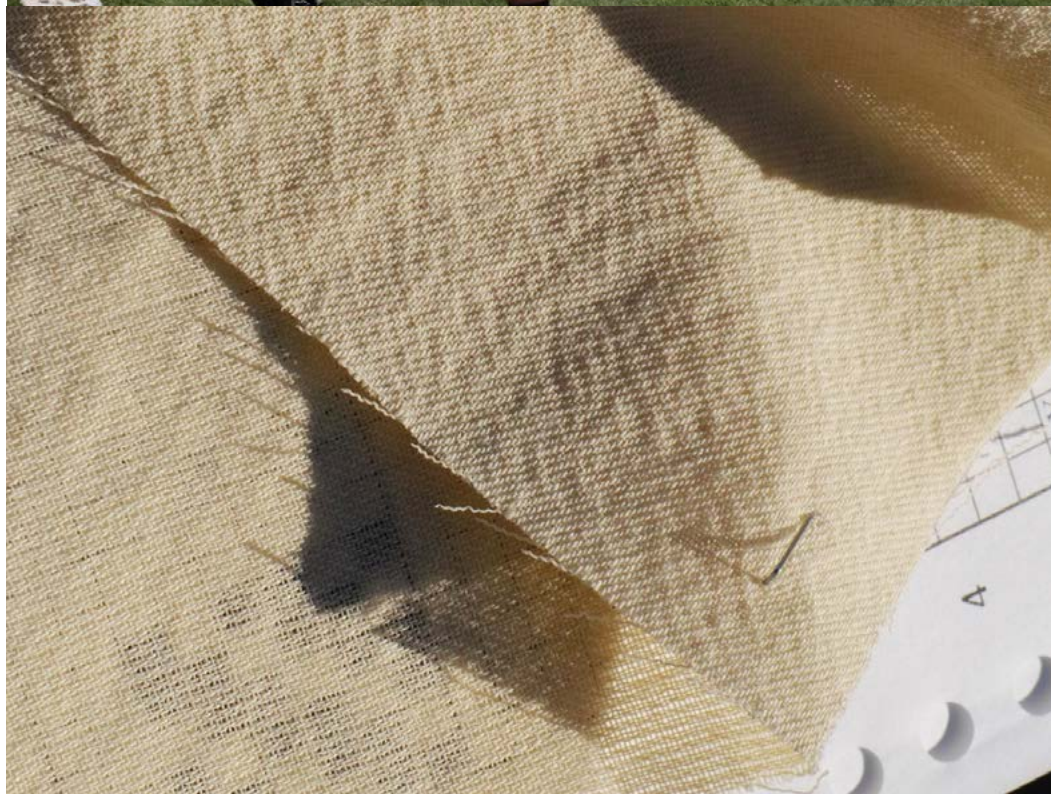

1.



2.



3.



## Reference



[https://www.instagram.com/reel/DG8i-jXQolGI/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/DG8i-jXQolGI/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)



LOOKS

Cast



Julia Nobis

HEIGHT 5’11”  
HAIR Blonde  
EYES Blue  
BUST 32  
WAIST 23  
HIPS 34  
SHOE 101/2

1.



2.



3.







# VIDEOS

15-second videos in 3 different processes, highlighting craftsmanship from the materials making to the artisans.


4.

A close-up shot of a traditional loom with numerous white threads stretched across it. The threads are bundled and organized, showing the intricate setup of the weaving process.

5.

A person is seen from behind, weaving on a large loom. The threads create a dense, textured pattern. The scene is lit with warm, natural light, highlighting the artisan's skill.

6.

A rack filled with many spools of white thread. The spools are arranged in rows, and the threads are neatly wound, ready for use in the weaving process.

## Reference



<https://pin.it/1RWTqCZ8F>



## 2. PRODUCT + VALUE



**COLLABORATION  
W/OTHER BRAND**  
(other industry)

© Katerina Kamprani - The Uncomfortable



The Uncomfortable is **a collection of everyday objects that have been intentionally redesigned to be impractical.**

Her work is intended to challenge assumptions about the functionality and purpose of common objects, and **to encourage us to rethink our relationship with the world around us.**

**- Same as Auralee that encourage people to rethink about relationship with nature and local culture.**



**Katerina Kamprani**  
Athens-based Architect

[www.theuncomfortable.com](http://www.theuncomfortable.com)



CONCEPT

Uncomfortable Comfort

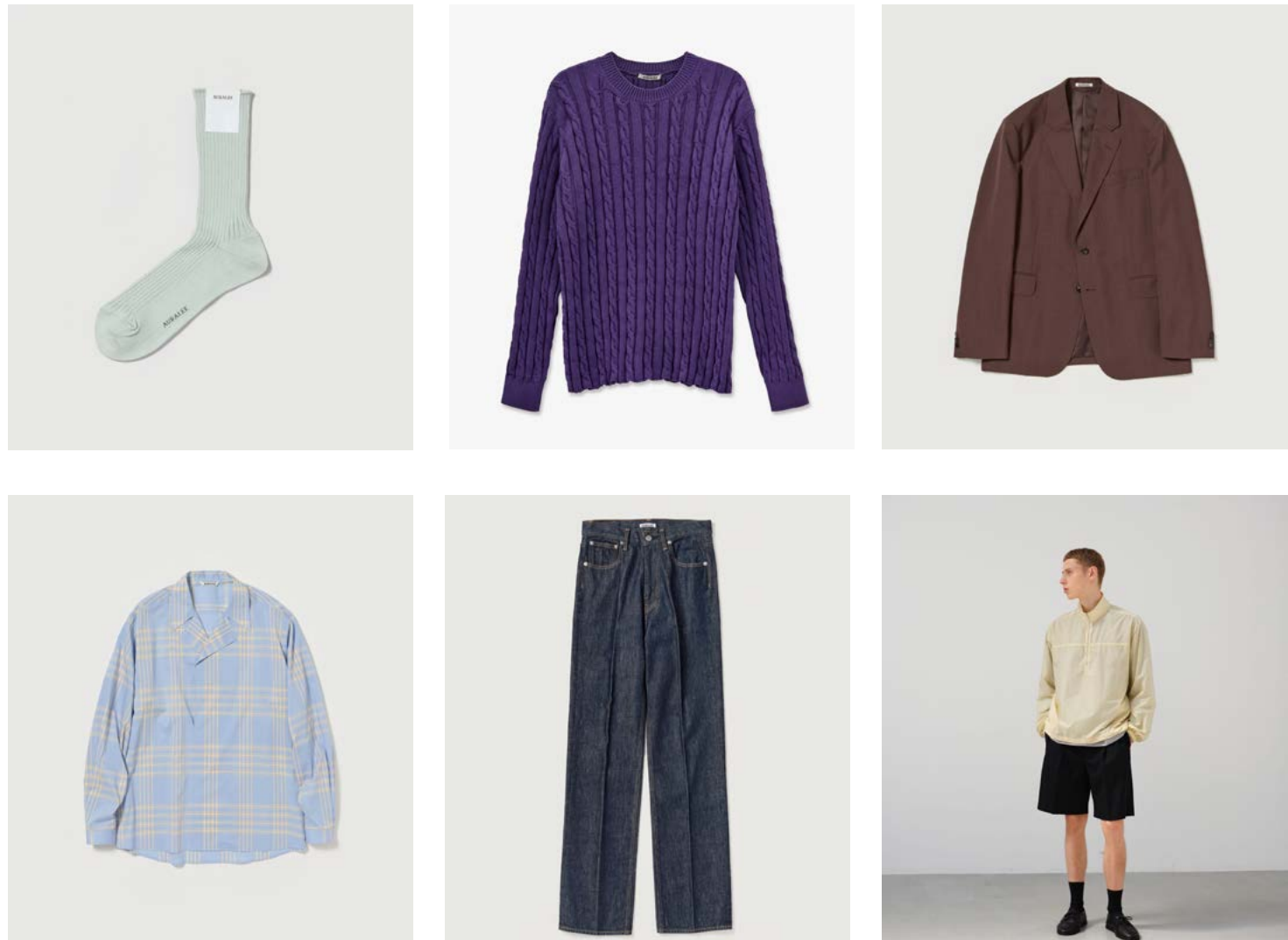
Collaboration of The Uncomfortable and Auralee, by merging uncomfortable concept, chosen items of Katerina Collection and clothes of Auralee.

Representing the connection between two brands that two different things can work together as a boudless connection.

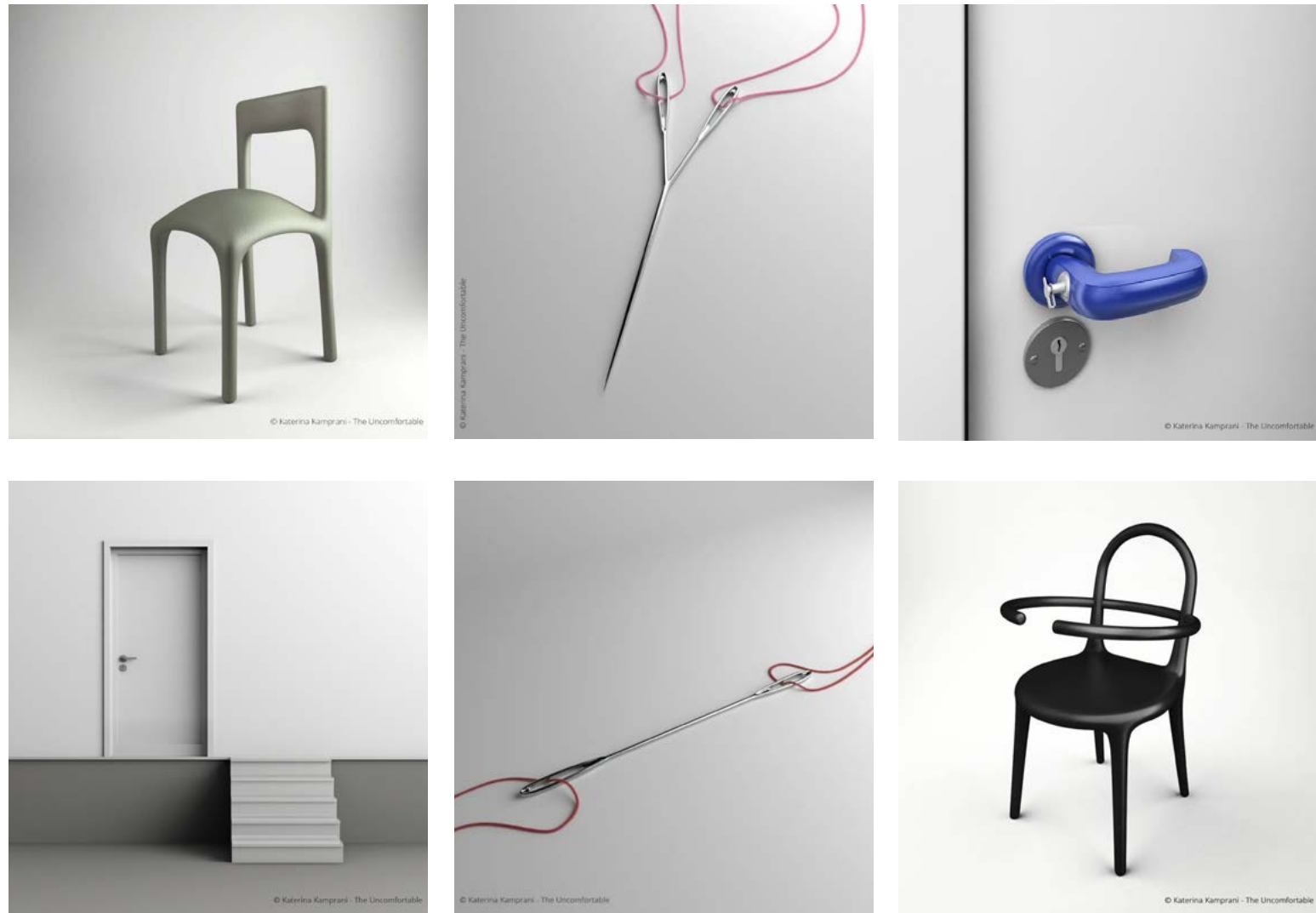
STILL-LIFE SHOTS

Featuring products

Auralee Products









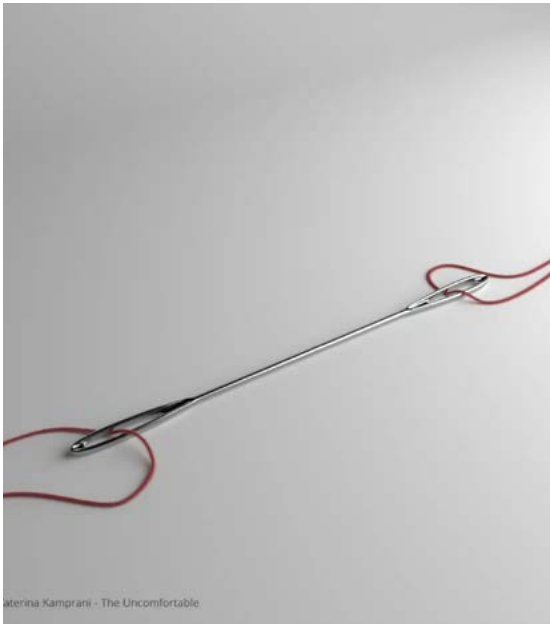











The Uncomfortable Products

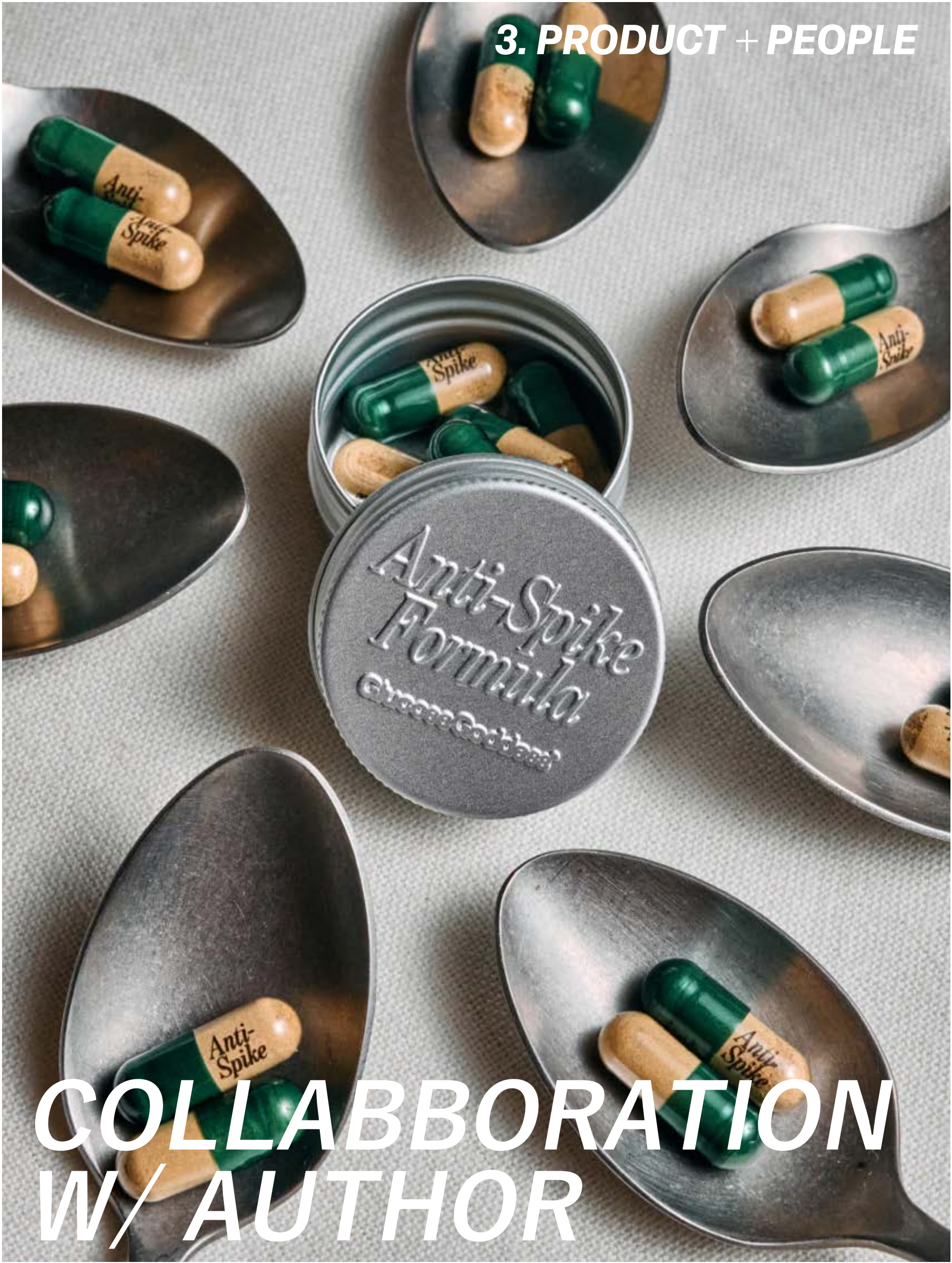




SHOOTING LISTS

Reference	Product/Look	Collaborated product	Reference	Product/Look	Collaborated product
	1. 			4. 	
	2. 			5. 	
	3. 			6. 	





Jessie Inchauspé  
Biochemist, Author

# GlucoseGoddess<sup>®</sup>

Jessie is on a mission **to help people** improve their physical and mental health.

At Glucose Goddess, they share cutting-edge science with people to regain power over your health. Glucose Goddess has a mission to **be a safe space where everyone is welcome, and every step is celebrated**

- **Sharing the same value for people and nature as Auralee.**

[www.glucosegoddess.com](http://www.glucosegoddess.com)



‘Daily Life’

The campaign represents **the important of nature in our lives, linking between Jessie nutrition recipes and Auralee clothes.** The boundless connection of Nature.

**Set combined foods and kitchen scenes.**

Videos

Reference

Look 1

Look 2

Look 3

Reference

Look

1.



2.



<https://pin.it/FeYpPqw85>

<https://shorturl.at/Le0FE>

Photos

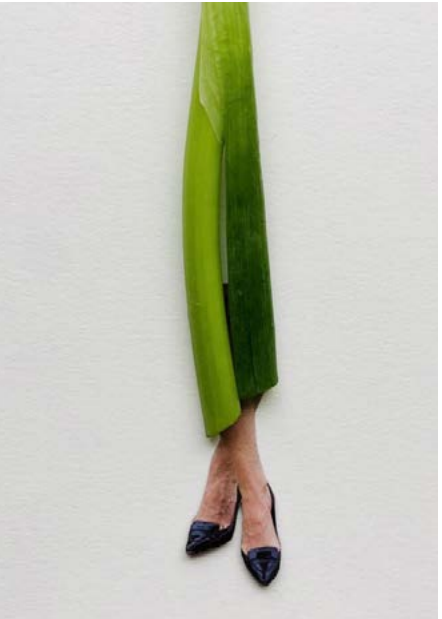
Reference

Product

Reference

Product

1.



2.



3.



4.







**Maria Vittoria Baravelli**

Curator museum  
and photography exhibitions

The curator of art and photography exhibitions. She has earned her place in the artistic scene by using social media to bring people, especially the younger ones, closer to a world.



‘Capture the details’

Valuing all the details of Auralee outfits. **The collaboration with Maria Vittoria Baravelli to design shots of photoshooting and also to be model by herself.**



Look



Look



Look





4. PEOPLE



‘People in the process’

**Group photoshoots of Auralee internal teams to share the atmosphere of like-minded people, core values of Auralee, with warm and intimated connection in making every clothes.**

1.



2.



3.





## 5. VALUES

# MOOD IMAGES

### *Everything involves*

Moods and inspiration come from an **alignment of objects in harmony** to represent that everything is a shared element that makes the boundless connection.





Calm  
Elegance



Sensitive  
Formality



Gentle  
Sophistication





## 5. VALUES

# PATRONAGE & COLLABORATION



### @FashionResearchLibrary

International Library of Fashion Research, in Oslo, is archiving, preserving and mediating **fashion's printed matter**.

**Fashion Reserch Library shares a similar concept to Auralee campaign which is 'Material Matters'.**



# CONCEPT

## Fashion Printed Matters

Auralee supports organizations who value Fashion archive pieces by celebrating with in-library fashion shooting.

Featured real teams from Fashion Research Library as models in On-Body shots.

1.



2.



3.



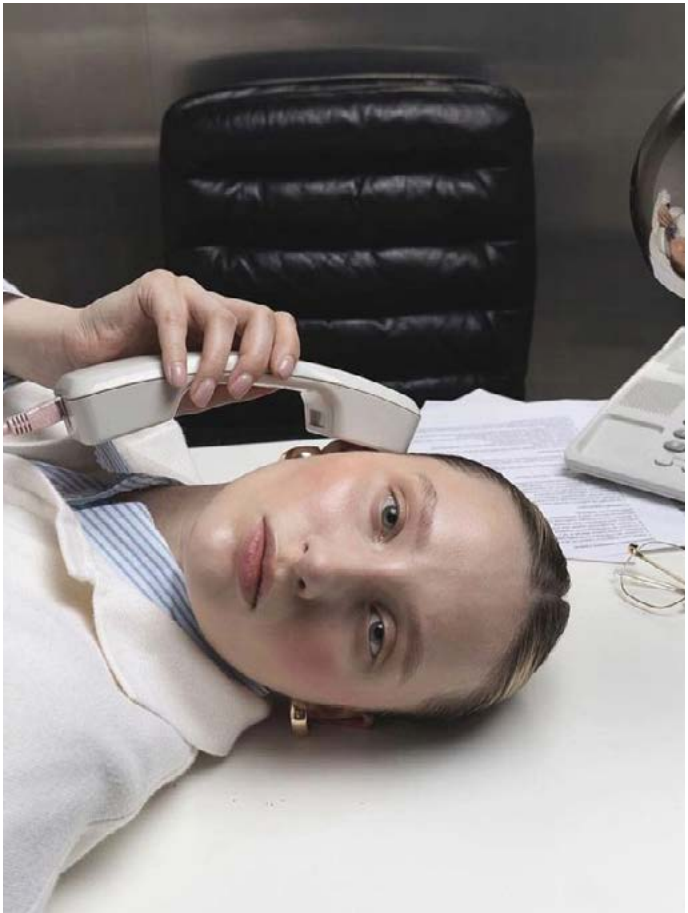
4.



5.



6.







# PART 4 COMMUNICATION CALENDAR



January (12 Assets)

WEEK 4

23th Jan	27th Jan	30th Jan
On-Body Simplicity of Touch	On-Body Simplicity of Touch	On-Body Simplicity of Touch



WEEK 3

16th Jan	19th Jan	21st Jan
Still-Life Wool Material	Still-Life Wool Material	Still-Life Wool Material
(3 Images in post)	(3 Images in post)	(3 Images in post)



WEEK 2

10th Jan	12nd Jan	14th Jan
Still-Life Kid Mohair Material	Still-Life Kid Mohair Material	Still-Life Kid Mohair Material
(3 Images in post)	(3 Images in post)	(3 Images in post)



WEEK 1

3rd Jan	5th Jan	7th Jan
Still-Life Cashmere Material	Still-Life Cashmere Material	Still-Life Cashmere Material
(3 Images in post)	(3 Images in post)	(3 Images in post)



WEEK	EVENTS	EDITORIAL TOPICS
Week 4	On-Body	Simplicity of Touch
Week 3	Still-Life	Touch and Sight ‘Wool Material’
Week 2	Still-Life	Touch and Sight ‘Kid Mohair Material’
Week 1	Still-Life	Touch and Sight ‘Cashmaere Material’



February (12 Assets)

WEEK 4

23rd Feb	25th Feb	27th Feb
Mood/ Inspiration	Mood/ Inspiration	Mood/ Inspiration

WEEK 3

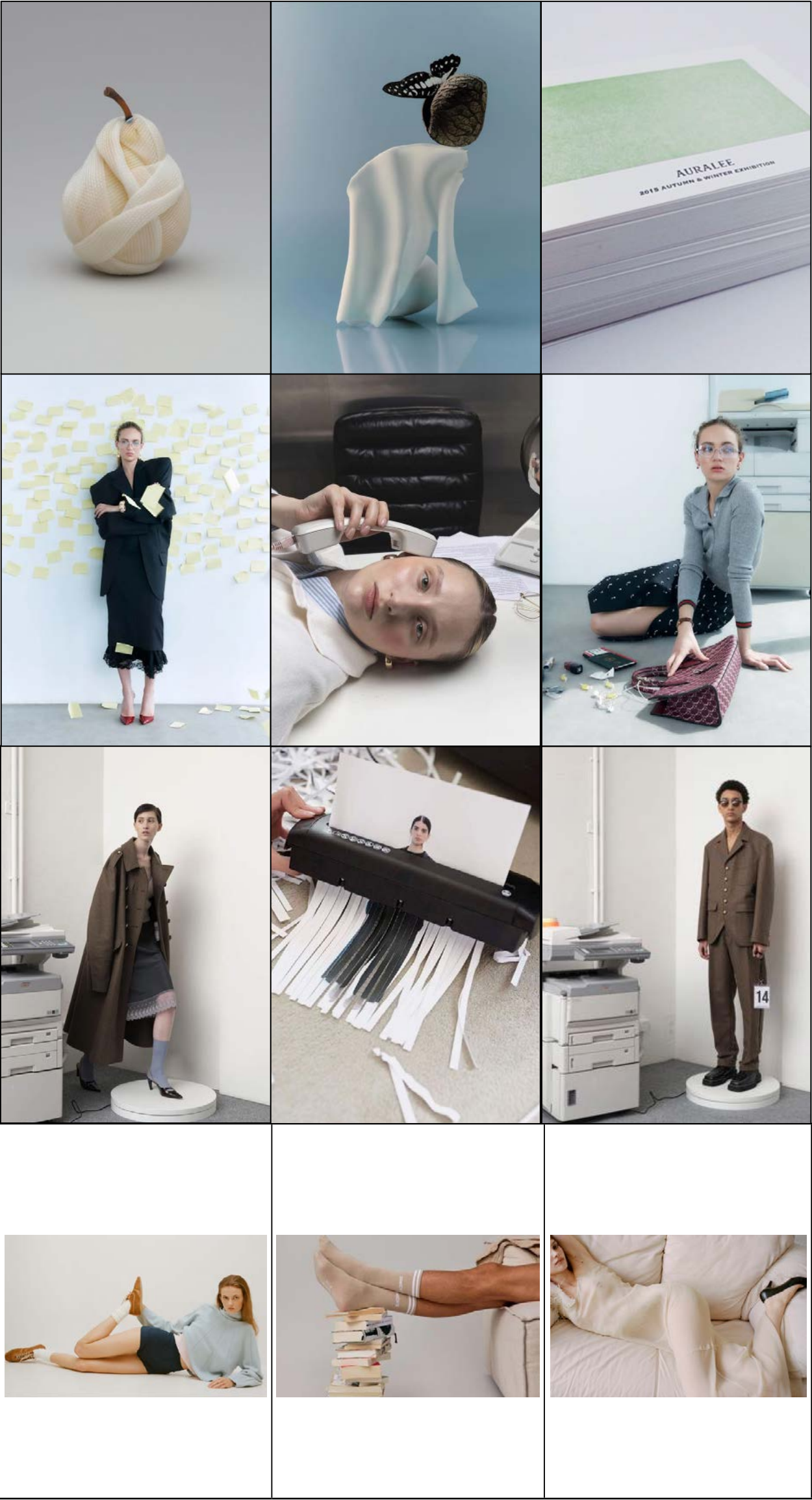
17th Feb	19th Feb	21st Feb
Patronage Fashion Printed Matters	Patronage Fashion Printed Matters	Patronage Fashion Printed Matters

WEEK 2

9th Feb	12th Feb	14th Feb
Patronage Fashion Printed Matters	Patronage Fashion Printed Matters	Patronage Fashion Printed Matters

WEEK 1

1st Feb	4th Feb	7th Feb
On-Body Simplicity of Touch	On-Body Simplicity of Touch	On-Body Simplicity of Touch



WEEK	EVENTS	EDITORIAL TOPICS
Week 4	Mood/Inspiration	Everything involves
Week 3	Patronage	Fashion Printed Matters
Week 2	Patronage	Fashion Printed Matters
Week 1	On-Body	Simplicity of Touch



March (12 Assets)

WEEK 4

23rd March	26th March	29th March
Collab W/Author	Collab W/Author	Collab W/Author
Daily Life	Daily Life	Daily Life

WEEK 3

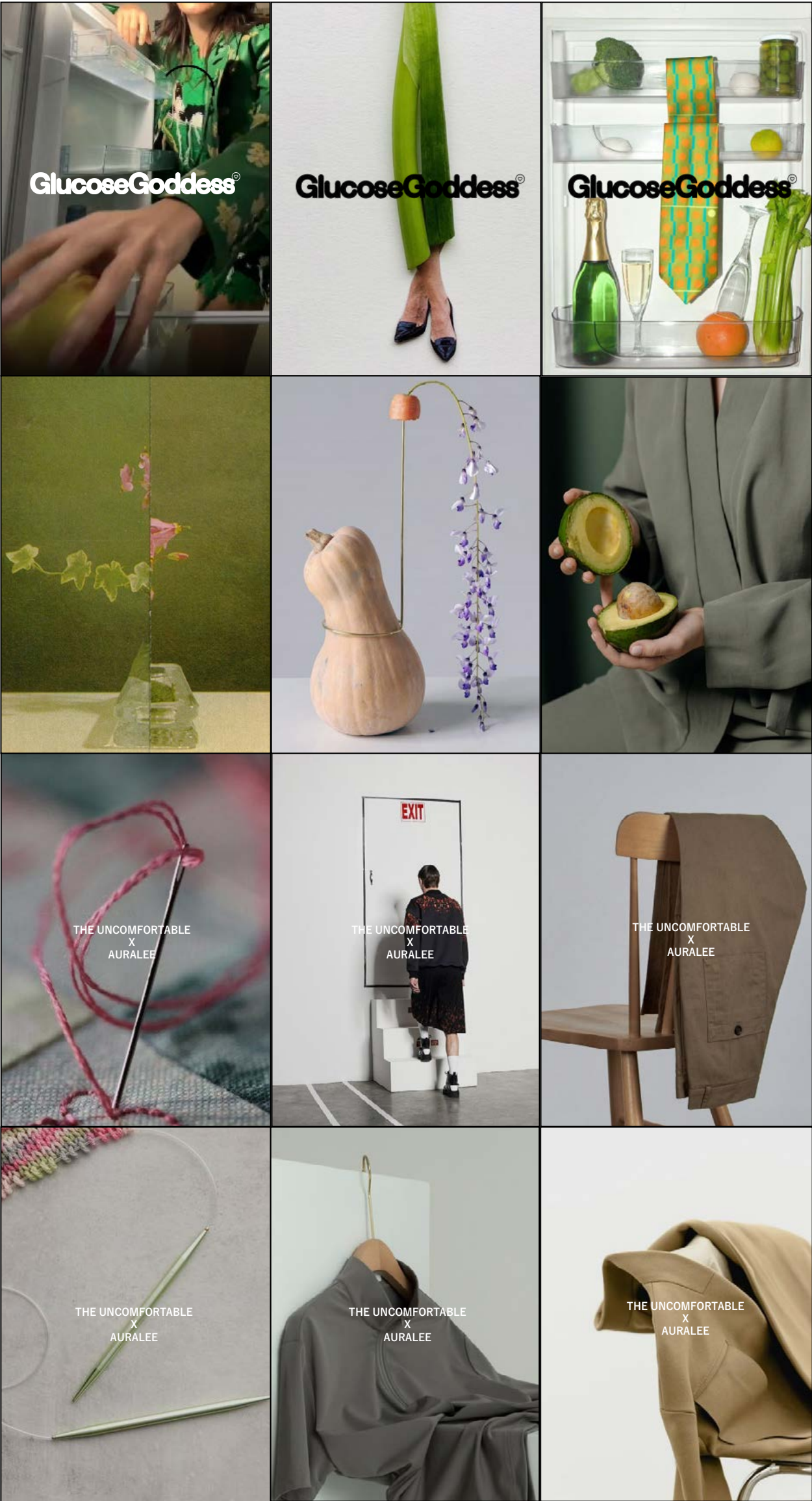
17th March	19th March	21st March
Mood/ Inspiration	Mood/ Inspiration	Mood/ Inspiration

WEEK 2

8th March	11st March	14th March
Collab Other Brand	Collab Other Brand	Collab Other Brand
Uncomf.	Uncomf.	Uncomf.

WEEK 1

1st March	3rd March	6th March
Collab Other Brand	Collab Other Brand	Collab Other Brand
Uncomf.	Uncomf.	Uncomf.



WEEK	EVENTS	EDITORIAL TOPICS
Week 4	Collab W/Author	Daily Life
Week 3	Mood/Inspiration	Everything involves
Week 2	Collab Other Brand	Uncomfortable Comfort
Week 1	Collab Other Brand	Uncomfortable Comfort



April (12 Assets)

WEEK 4

22nd April	23rd April	24th April
On-Body	On-Body	On-Body
Earth Day	Earth Day	Earth Day

WEEK 3

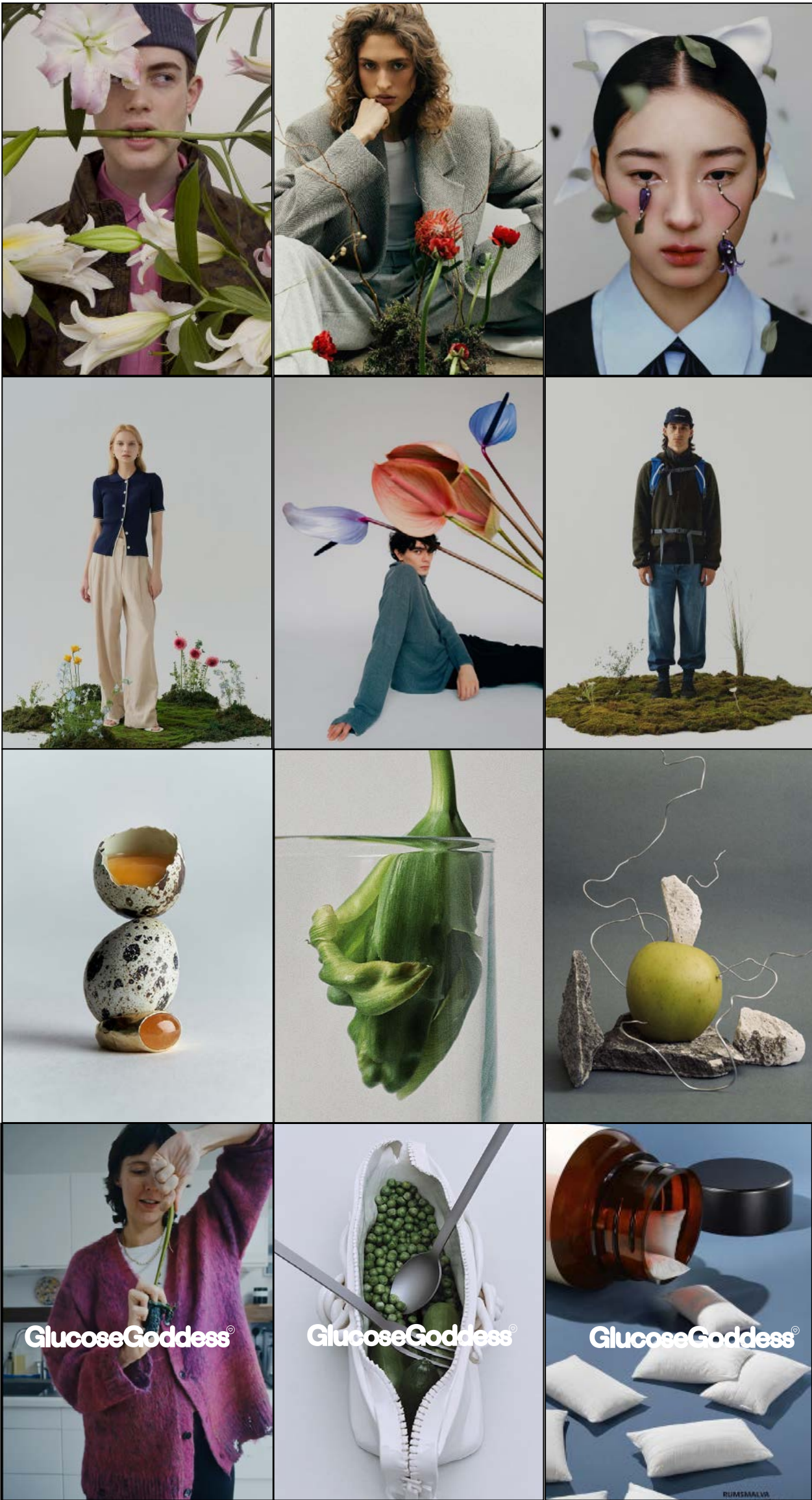
15th April	17th April	20th April
On-Body	On-Body	On-Body
Earth Day	Earth Day	Earth Day

WEEK 2

8th April	11st April	13th April
Mood/ Inspiration	Mood/ Inspiration	Mood/ Inspiration

WEEK 1

1st April	3rd April	6th April
Collab W/Author	Collab W/Author	Collab W/Author
Daily Life	Daily Life	Daily Life



WEEK	EVENTS	EDITORIAL TOPICS
Week 4	On-Body	Earth Day (Exact date 22nd April)
Week 3	On-Body	Earth Day (Exact date 22nd April)
Week 2	Mood/Inspiration	Everything involves
Week 1	Collab W/Author	Daily Life



May (12 Assets)

WEEK 4

23rd May	26th May	29th May
Craftmanship Process Matters	Craftmanship Process Matters	Craftmanship Process Matters

WEEK 3

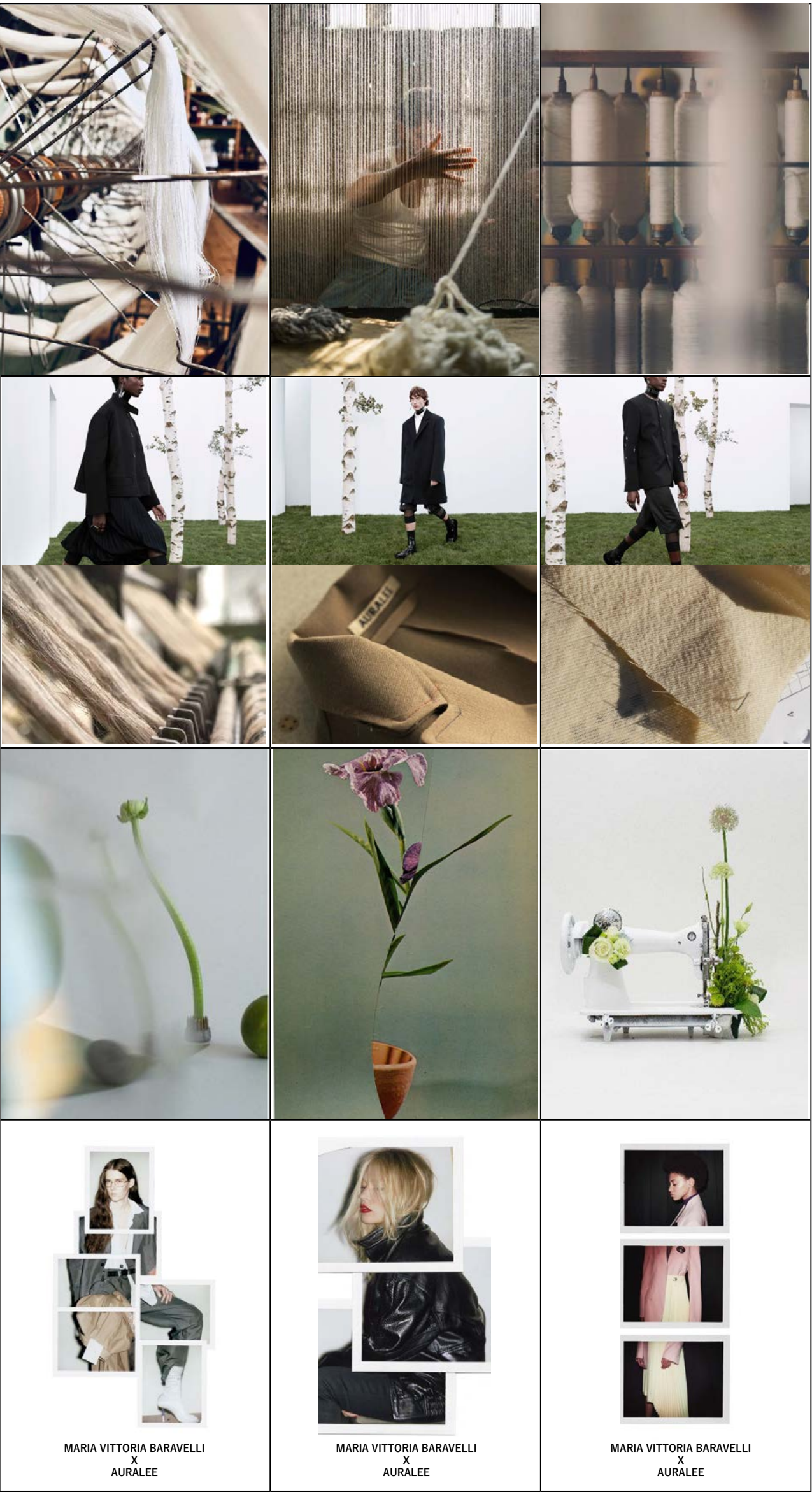
15th May	18th May	21st May
Craftmanship Nature & Behind the scene	Craftmanship Nature & Behind the scene	Craftmanship Nature & Behind the scene

WEEK 2

9th May	11st May	13rd May
Mood /Inspiration	Mood /Inspiration	Mood /Inspiration

WEEK 1

1st May	4th May	7th May
On-Body W/ Artist Capture the Details	On-Body W/ Artist Capture the Details	On-Body W/ Artist Capture the Details



WEEK	EVENTS	EDITORIAL TOPICS
Week 4	Craftmanship	Process Matters
Week 3	Craftmanship	Nature & Behind the scene
Week 2	Mood/Inspiration	Everything involves
Week 1	On-Body W/Artist	Capture the details



June (12 Assets)

WEEK 4

23rd June	26th June	29th June
On-Body Beginning of Summer Drops	On-Body Beginning of Summer Drops	On-Body Beginning of Summer Drops

WEEK 3

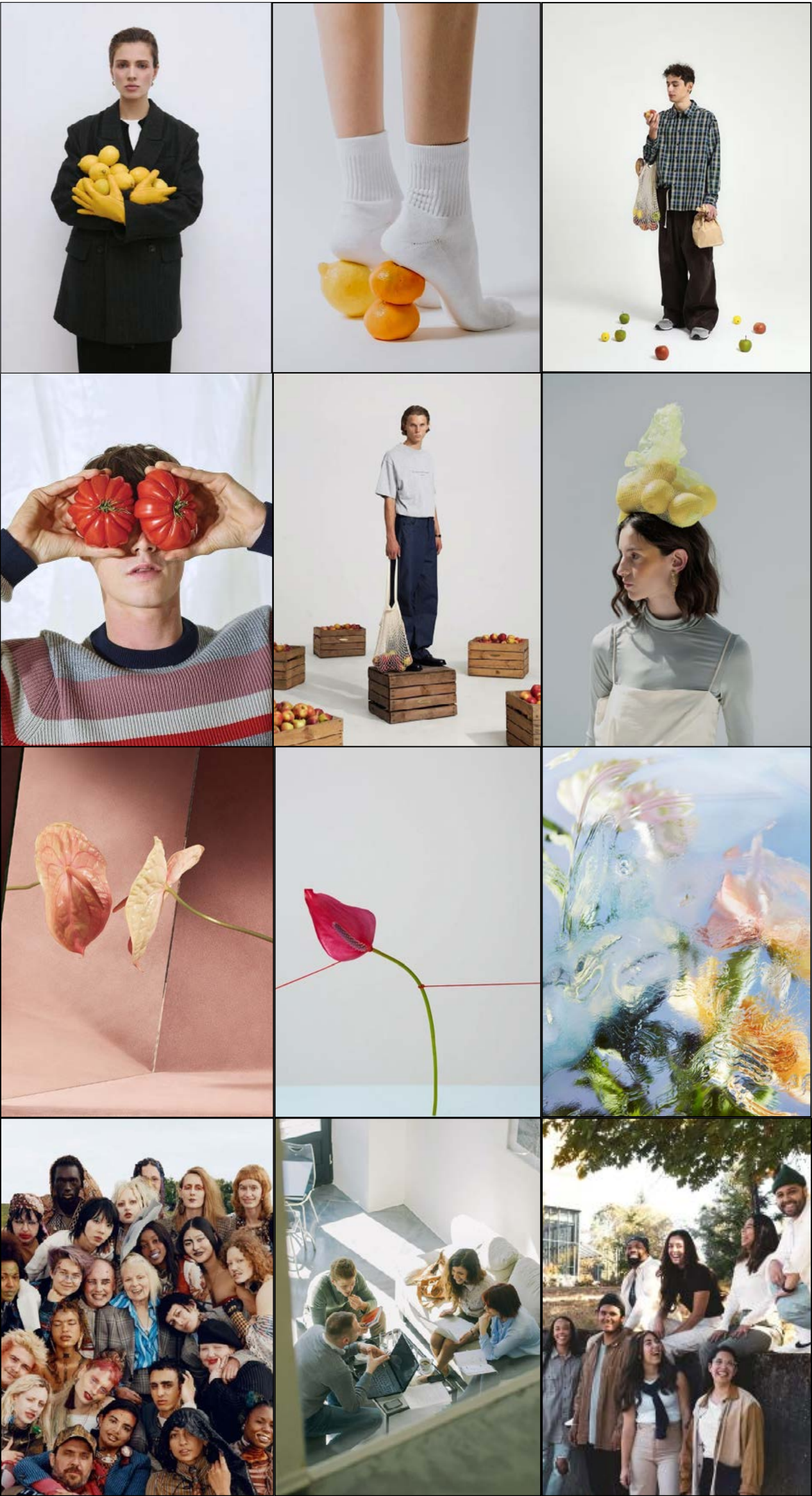
15th June	18th June	21st June
On-Body Beginning of Summer Drops	On-Body Beginning of Summer Drops	On-Body Beginning of Summer Drops

WEEK 2

9th June	11st June	13rd June
Mood /Inspiration	Mood /Inspiration	Mood /Inspiration

WEEK 1

1st June	4th June	7th June
People	People	People
People in Process	People in Process	People in Process



WEEK	EVENTS	EDITORIAL TOPICS
Week 4	On-Body	Beginning of Summer Drops
Week 3	On-Body	Beginning of Summer Drops
Week 2	Mood/Inspiration	Everything involves
Week 1	People	People in Process

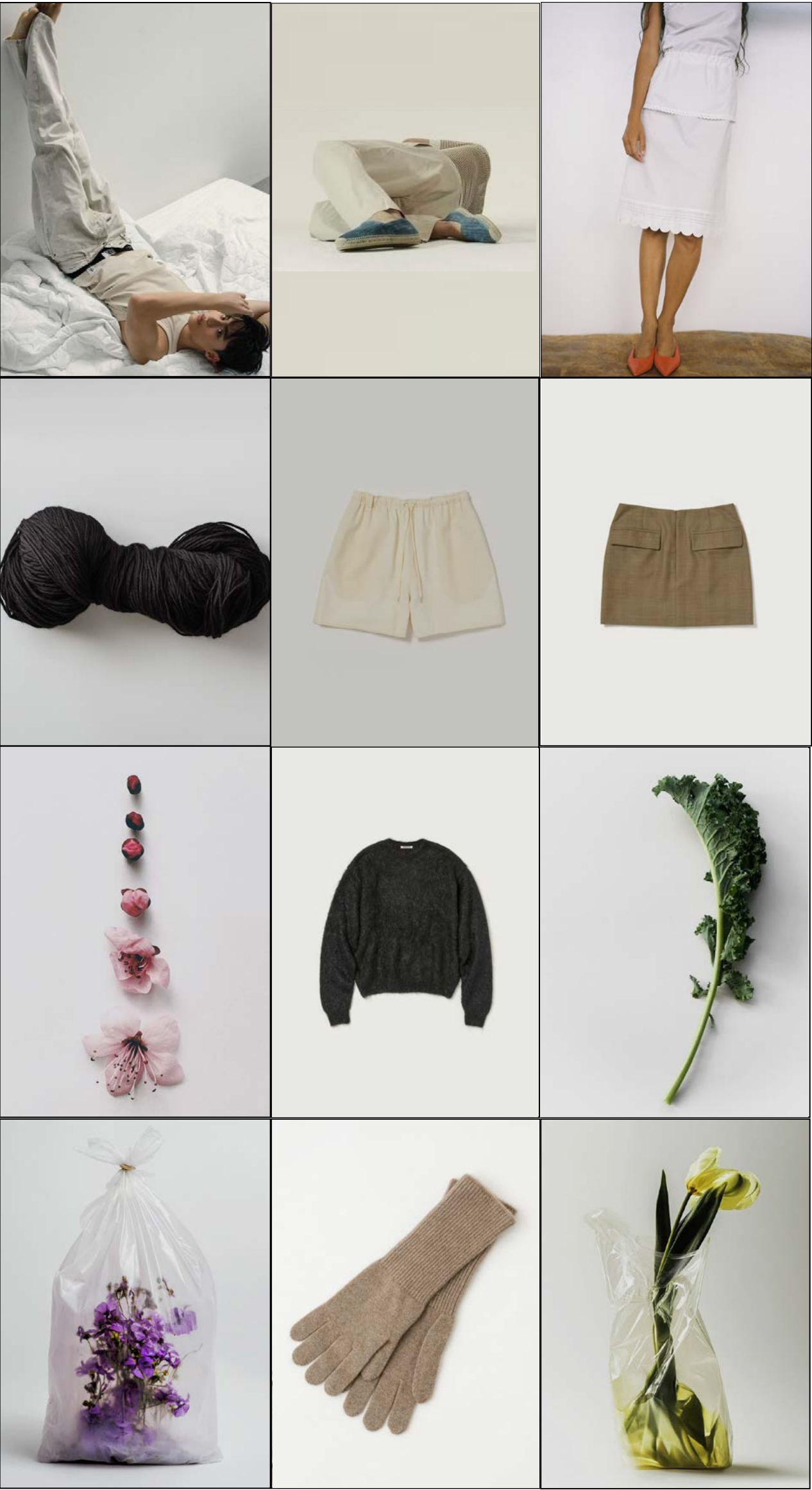


# COMMERCIAL CALENDAR

Rearranging Content Architecture based on product-focused



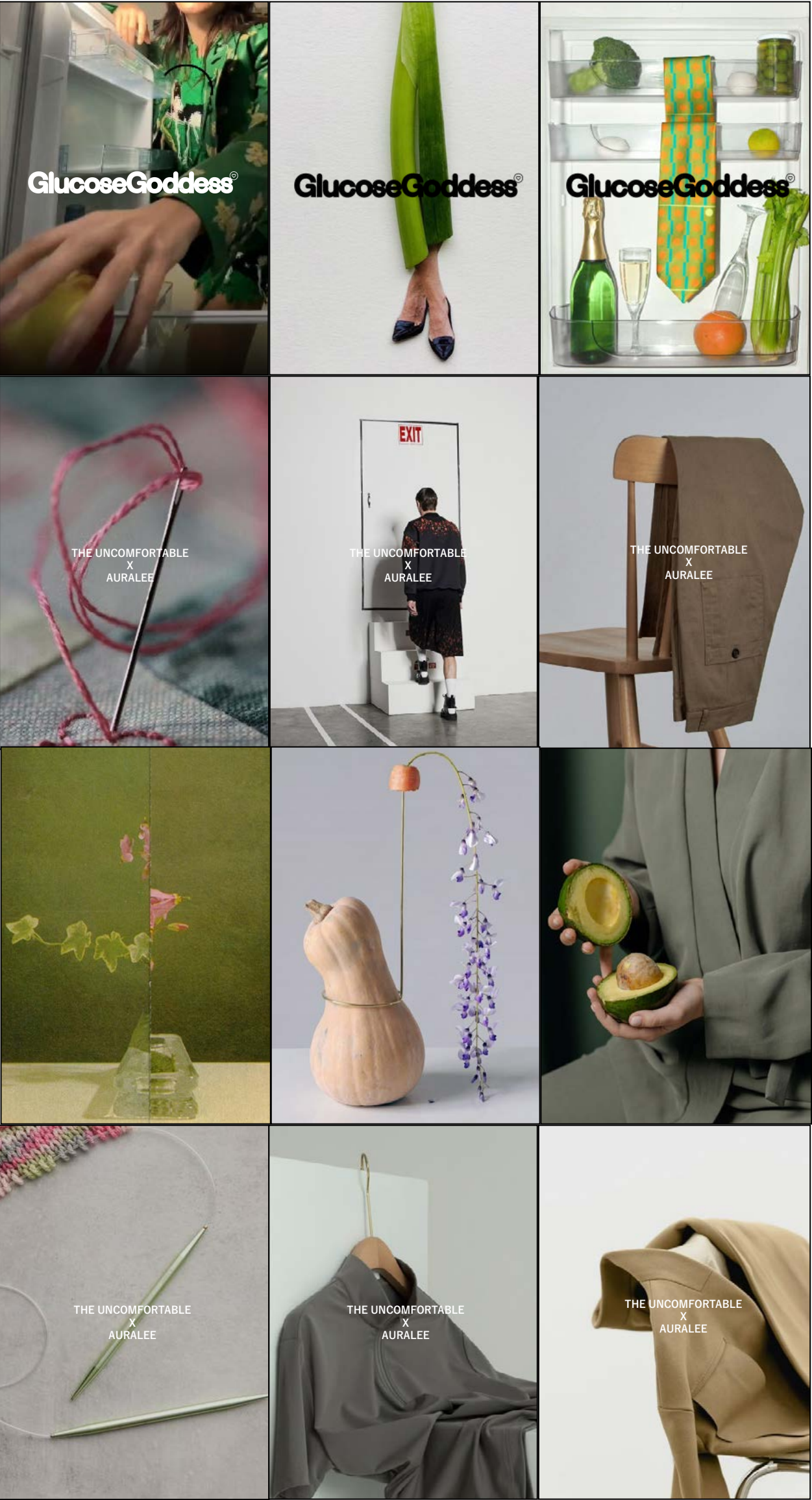
January (12 Assets)



February (12 Assets)

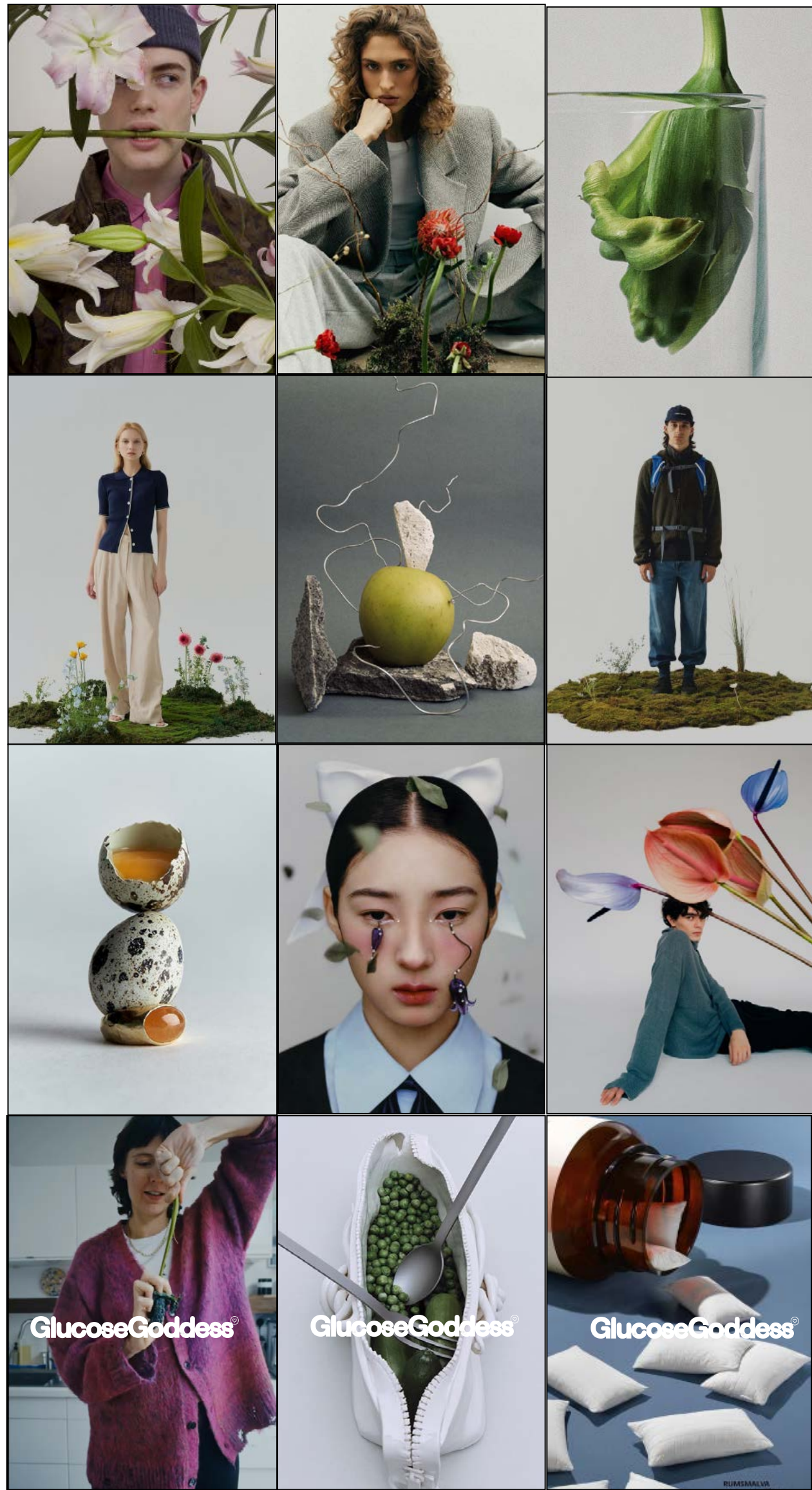


March (12 Assets)

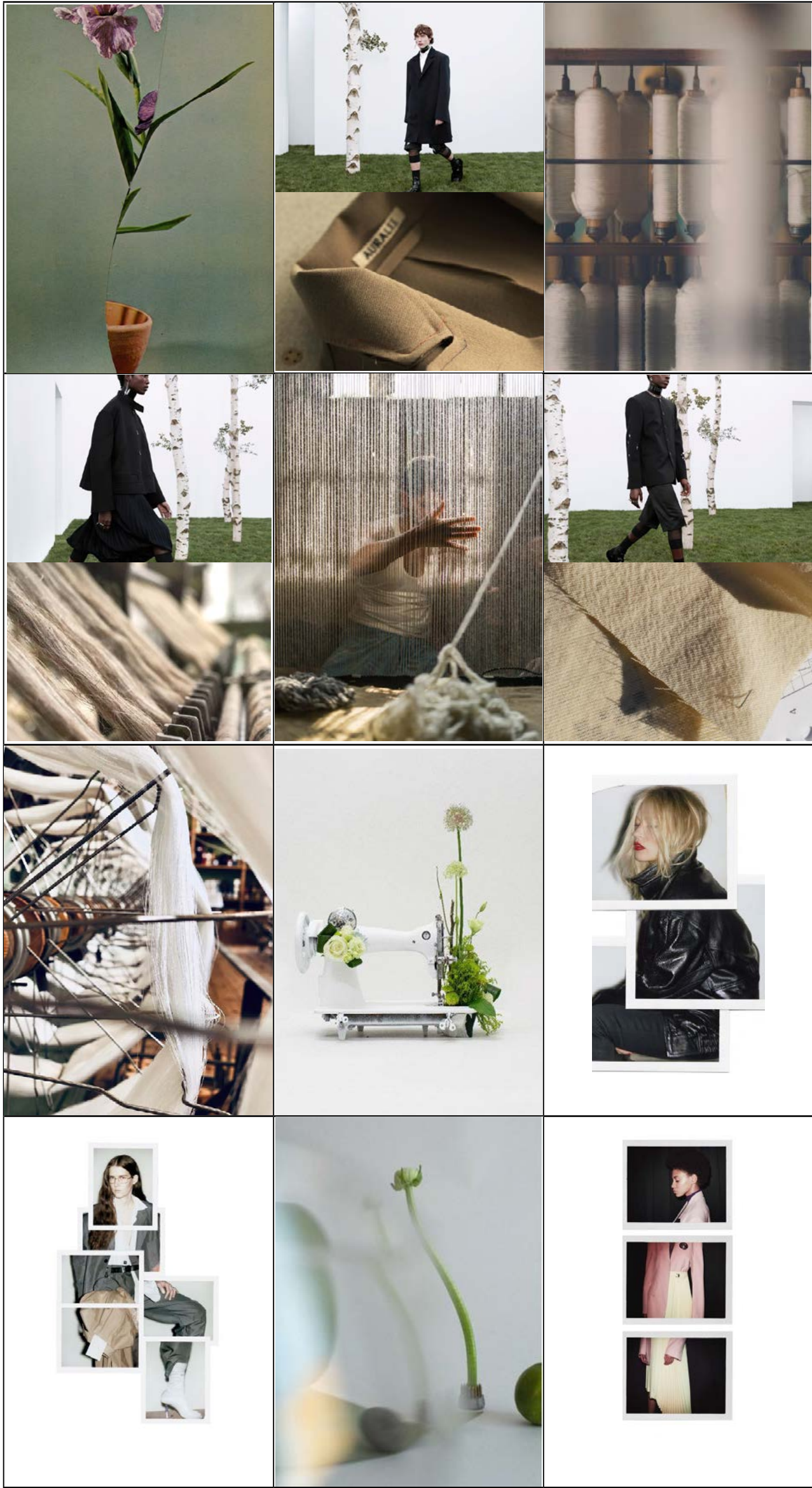




April (12 Assets)



May (12 Assets)



June (12 Assets)





# AURALEE

## Storytelling Project

Project Methodology of Visual Communication  
MA. Fashion Digital Marketing, NABA

Presented by  
Mimi, Thitirat Wonghirawat

