

COPPOLA

P H O T O G R A P H Y

FRANCINE



Francine Collections

Stills and Motion Product/Lifestyle Photography of 4 Bags

Project Statement

Brand Notes



VISION

To simplify the lives of women on the go by producing and selling stylish, affordable collections that fit into every part of a busy day.

Project

As the commissioned photographer and director for Francine Collections new line of women's bags, It was my team's mission to tell their brand story in a series of images and video. Our goal was to create imagery that showcased:

- Bags that are for “every” woman
- ATTAINABLE (affordable) enough for a woman just graduating and beginning a career, and STYLISH and high class enough for women advanced in their careers.
- Bag can go from professional/work life to social/night life (DAY to NIGHT)
- Look: Clean, Sharp, Stylish, Fabulous, Dramatic

-Adam Coppola