

big-giant

INTEGRATED CAMPAIGN

THE NORTH FACE
URBAN EXPLORATION

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INTEGRATED CAMPAIGN

THE NORTH FACE URBAN EXPLORATION



URBAN EXPLORATION

This year-long campaign supporting four UE capsule collections focused on facilitating exploration wherever you are – whether in the city, or in nature. Through concept development and art direction, our team creatively guided TNF China teams and production partners through the entirety of the creative process.

Creative + Art Direction
Photography Direction
Motion Direction
Key Visual Design
Design Direction
Copywriting

URBAN EXPLORATION
CONCEPT & DIRECTION

Introduction

WELCOME TO THE 2023 URBAN EXPLORATION CAMPAIGN.

THIS YEAR WE ARE EVOLVING TNF/UE BY CREATING A NATURAL EXTENSION OF PREVIOUS CAMPAIGNS THAT FALLS WITHIN USER EXPECTATIONS WHILE DIFFERENTIATING AND GROWING FOR A NEW YEAR OF CAPSULES.



In City. In Nature.

A place of exhaustion and futility.
A place of fresh air and open spaces.

The lines have blurred,
your perspective has shifted.

Look at your world with fresh eyes.
Reflect on the spaces around you.

Outside is a mindset.

It's calling you to get out
and explore wherever you stand,
to return to places you have roamed.

Winding hiking trails to endless sidewalks.
Mountains to skyscrapers.
Hates to city parks.

The outdoors are always with you.
It's time to go explore.

2023 Capsules

IT'S TIME TO RETURN TO THE OUTDOORS.

OUR 2023 CAPSULES ARE ABOUT FRESH TAKES AND SEEING THE OUTDOORS IN A NEW LIGHT. THESE CAPSULES ARE A REIMAGINING OF HOW WE LIVE IN THE DYNAMICS BETWEEN CITY AND NATURE.

RE

A path with the meaning again.
Once, back to ourselves,
to nature.



Creative Concept


SPACE BLENDER

WE ARE CRAFTING FANTASTICAL AND SURREAL MOMENTS THAT BLEND CITY AND NATURE TOGETHER, CREATING A MERGED WORLD. WE ARE CAPTURING ACTIVE EXPLORATION WHILE CONTEXTUALIZING OUR EXPLORER(ES) AS BEING SIMULTANEOUSLY INSPIRED BY BOTH CITY AND NATURE.

2023 Mood Board

Unexpected Merging - Blended Worlds.


Candid Movement.



Talent

MOVEMENT
Alek, Gordo

POSING
Unscripted "Nature-Dives"




Landscape Comp Examples

CITY **NATURE**

Unexpected merging of two scenes, such as the city skyline above the hill.

Blended space moment where nature combines on the same plane, but the water coming onto the pavement.

Blended space moment where the models are raised up against, like how the reflection of the water shows the skyline above.



Key Visual How-To

Take inspiration from the landscape, incorporate the city, then reimagine a life scene from the urban fabric and nature.

20% **80%**

+

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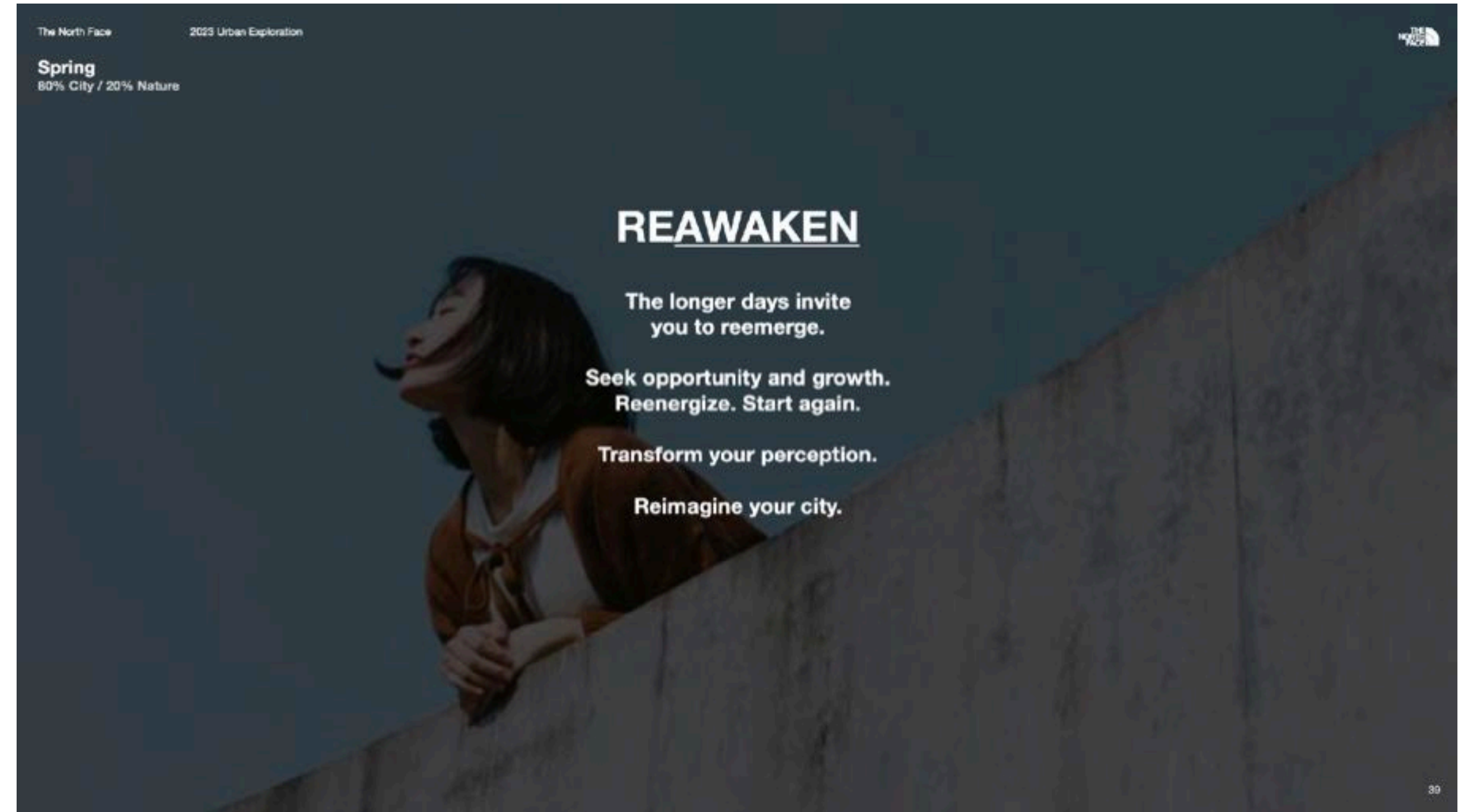




Spring
80% City / 20% Nature

REAWAKEN

A fresh start. New energy.
Growth. Reset.



Spring
80% City / 20% Nature

REAWAKEN

The longer days invite
you to reemerge.

Seek opportunity and growth.
Reenergize. Start again.

Transform your perception.

Reimagine your city.

URBAN EXPLORATION
KEY VISUALS

FEBRUARY / SPRING



MARCH / SPRING



APRIL / SPRING

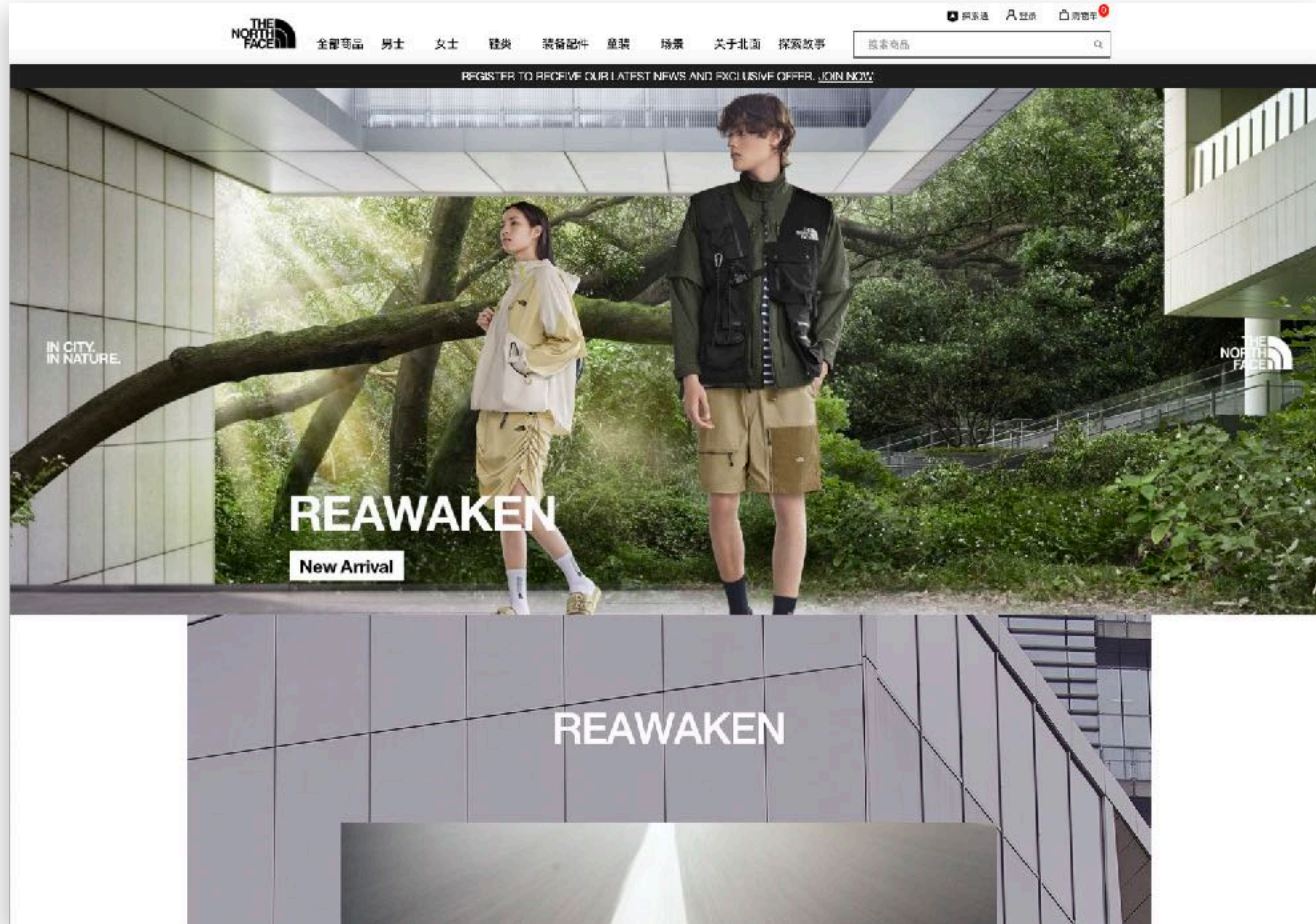


MAY / SUMMER

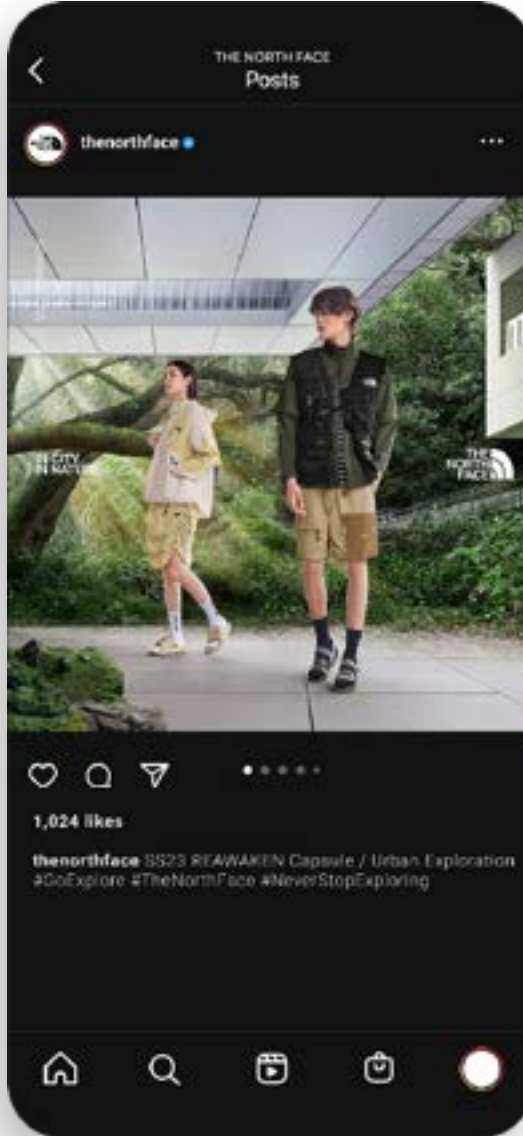
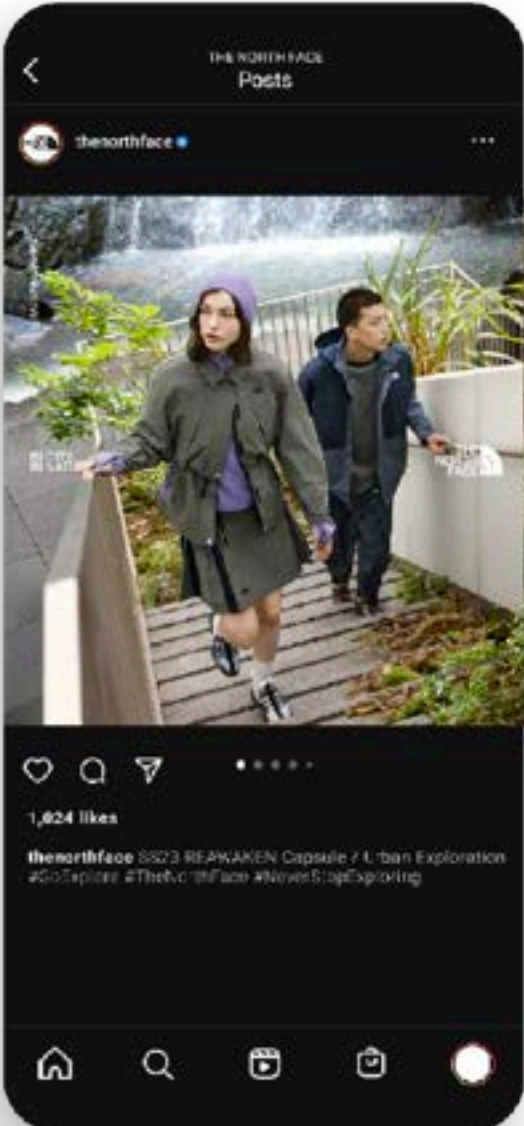
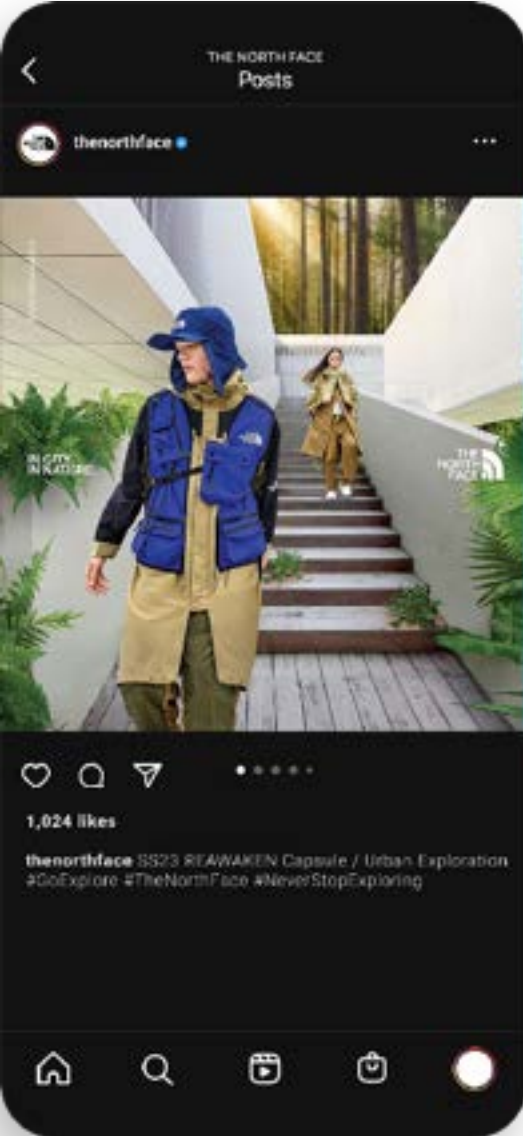


JUNE / SUMMER





URBAN EXPLORATION
SOCIAL



URBAN EXPLORATION
SOCIAL



THANK YOU

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