

# SHREYA CHOPRA \* STUDIO

SELECT WORKS FROM PROFESSIONAL AND PERSONAL  
CREATIVE PROJECTS COMPLETED BETWEEN 2019-2020.

MADE WITH *LOVE*.

# 2019

SHREYA-CHOPRA.STUDIO

CLUB-COLLECTIVE.COM

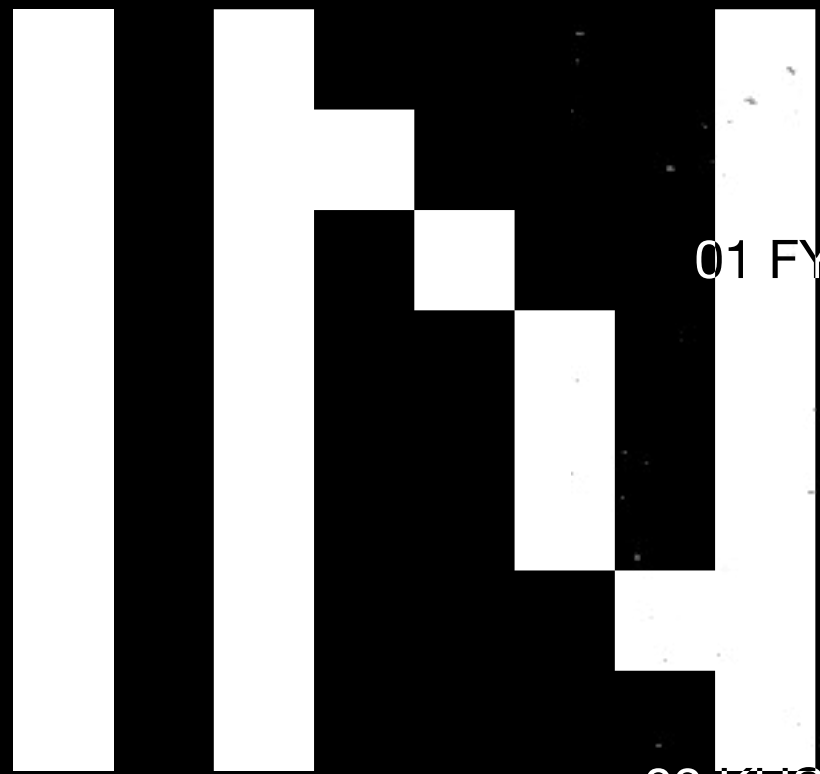
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# 2020

@SHREYACHOPS

SHREYACHOPRA2695@GMAIL.COM



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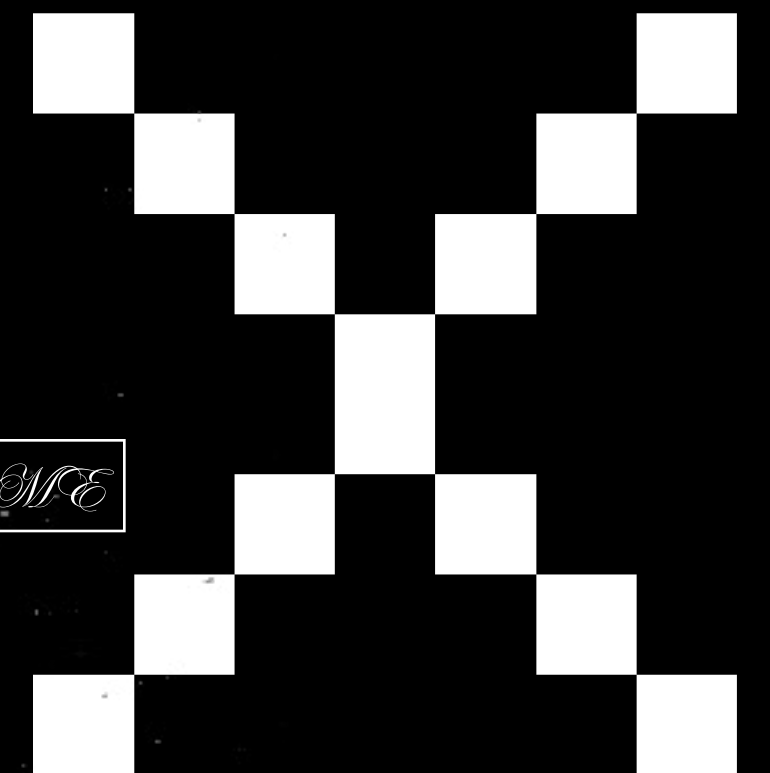
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CALL *M&E*



# FYRE

ART DIRECTION + DESIGN = A *ROBUST* GRAPHICS PACKAGE FOR A BLOCKBUSTER DOCUMENTARY. UNIQUELY DESIGNED AND THEN ANIMATED BY KIM HO FOR THE AWARD WINNING DOCUMENTARY, FYRE: THE GREATEST PARTY THAT NEVER HAPPENED. THE GRAPHICS PACKAGE CREATED, TOOK UNIQUE CUES FROM SOCIAL MEDIA DESIGN, SCREEN PIXELATIONS AND FLICKERING DIGITIZED FLAME EFFECTS. EVERYTHING FROM IPHONE MOCKUPS TO CUSTOM CLOSED CAPTION DESIGNS WERE CREATED TO BE USED IN A FINAL DIRECTORS CUT OF THE FILM AS WELL IN THE COMMERICALLY STREAMED CUT AVAILABLE TO WATCH ON NETFLIX.

CHECK IT OUT *HERE*:

### ROLL CREDITS

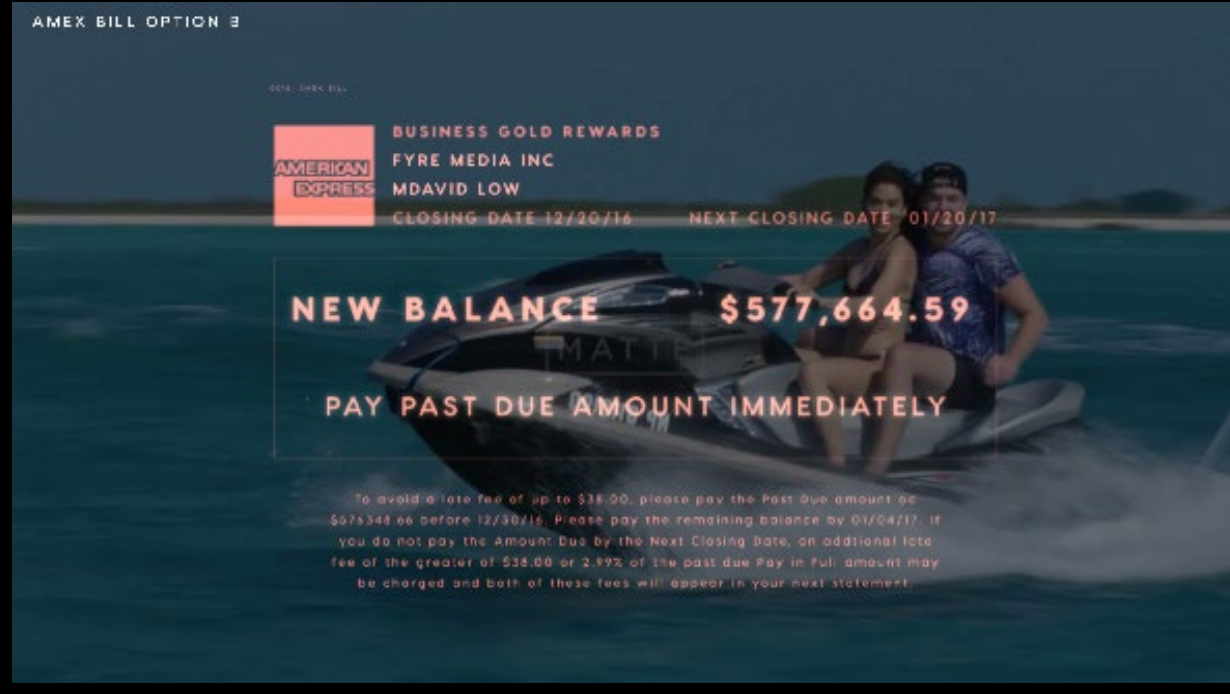
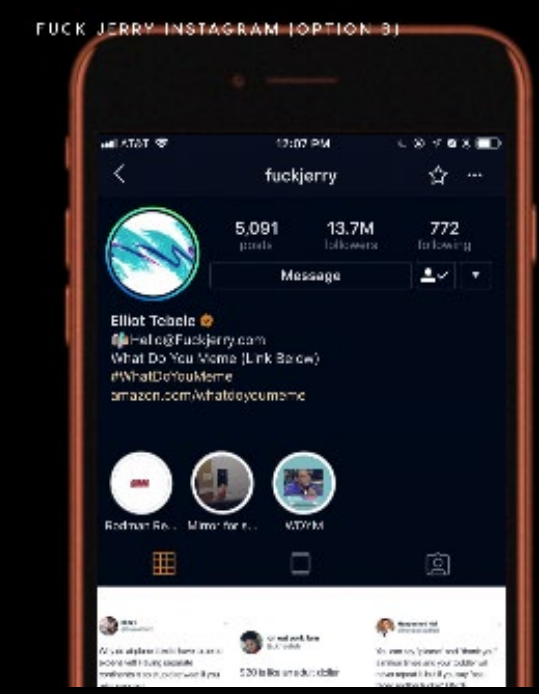
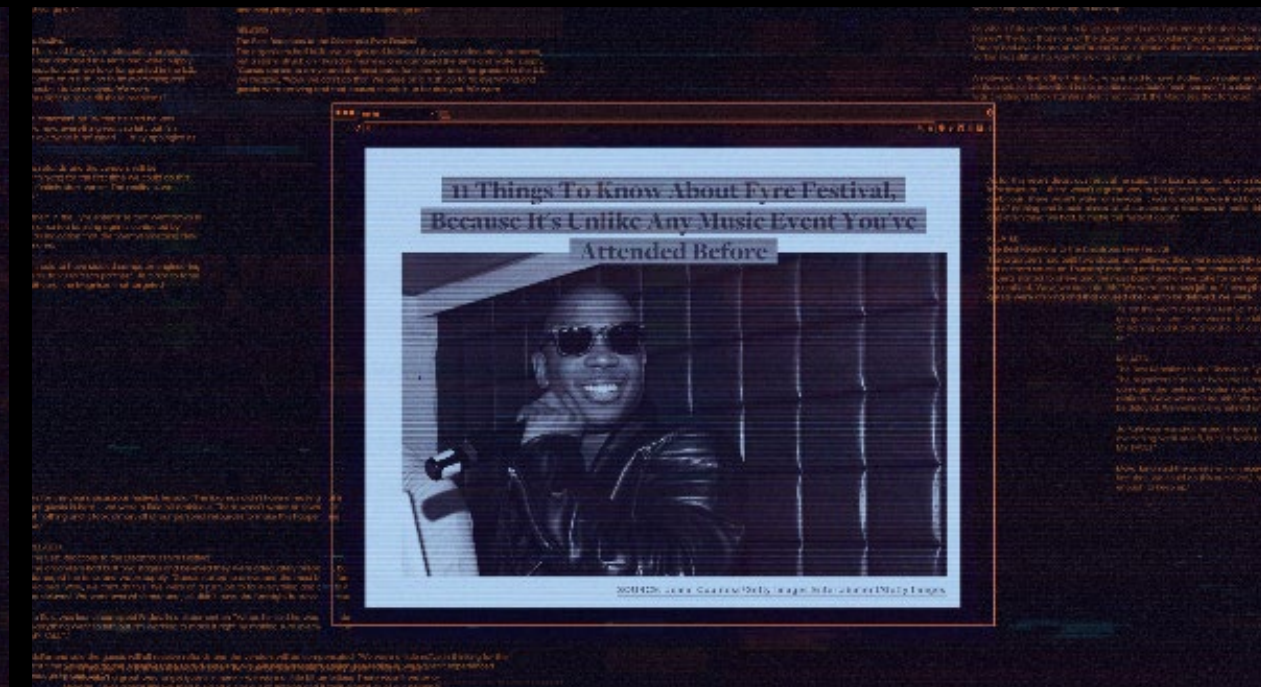
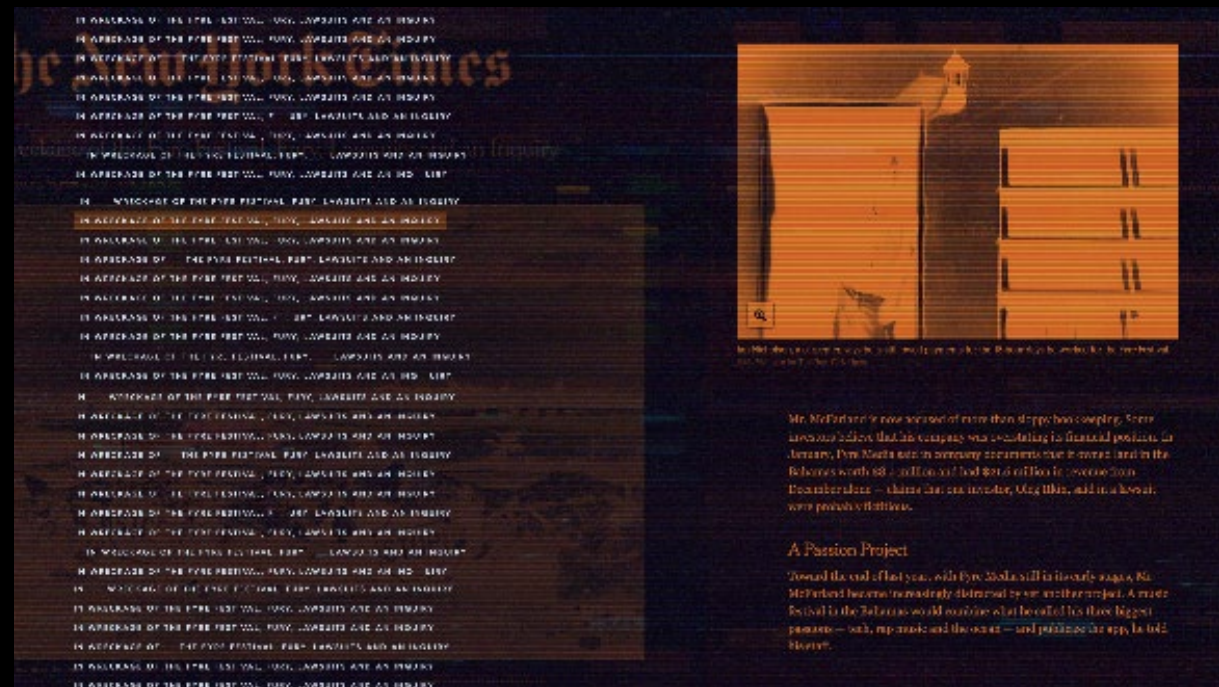
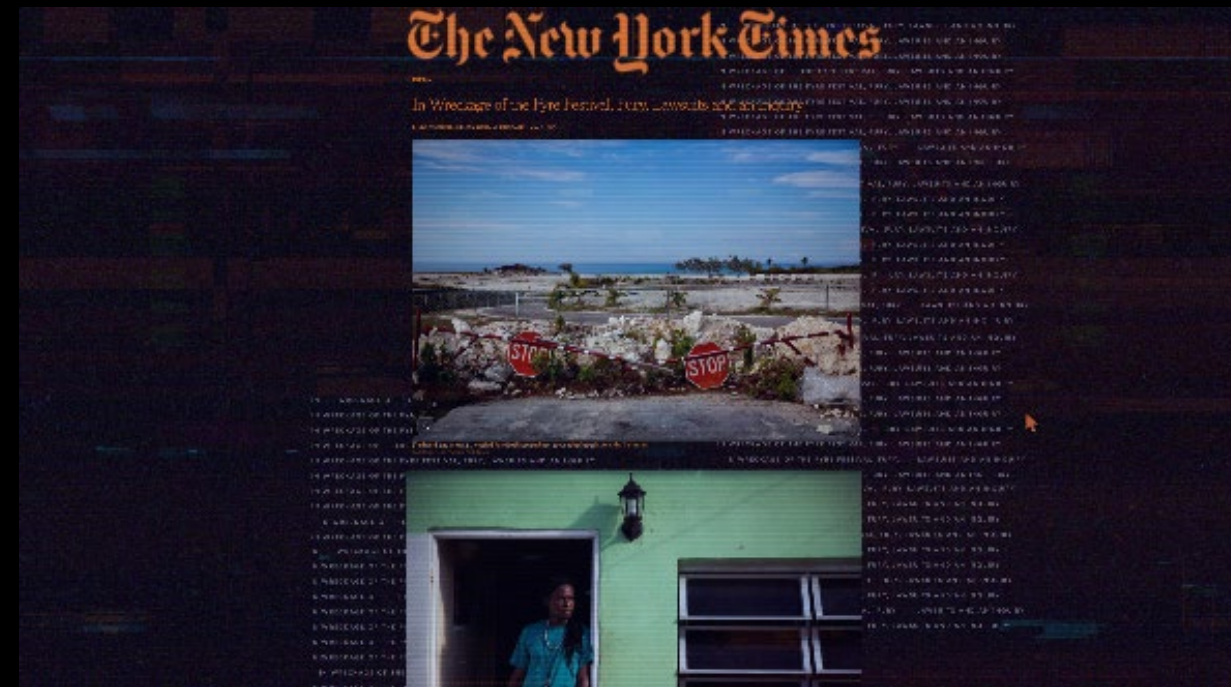
DIRECTOR.....CHRIS SMITH  
DESIGN DIRECTOR.....SHREYA CHOPRA  
ANIMATOR.....KIM HO  
EDITOR.....CAMILLA HAYMAN

01  
D 03



DIRECTED BY

CHRIS SMITH



ANDY KING  
EVENT PRODUCER



# KUSH 3.0

ART DIRECTION + FILM DIRECTION + DESIGN = A *HIGH* POWER PRODUCT CAMPAIGN. A FRESH TAKE ON THE MASCARA LEAD FRANCHISE, THIS CAMPAIGN WAS DEVELOPED TO PARTNER A HIGH PERFORMANCE PRODUCT WITH YOUNG PERFORMERS LOOKING FOR THAT HIGH. CONCEPTED WITH THE TEAM AT MILK MAKEUP - I LEAD A HIGH BUDGET, HIGH CONCEPT 360 CAMPAIGN PHOTOSHOOT, VIDEO SHOOT AND ROLLOUT FOR MILK MAKEUP'S NEW KUSH LIQUID LINER, INTERNALLY DUBBED "KUSH 3.0". THE CAMPAIGN PUSHED THE IDEA OF THE COMMERCIAL BEAUTY CAMPAIGN INTO A FASHION FORWARD SPACE MAINTAINING A YOUTHFUL ATTITUDE DRIVEN BY SELF EXPRESSION AND HIGH EFFICACY IN EVERYTHING MILK DOES. THE FINAL KUSH FILM WAS PREMIER ON A JUMBOTRON AT MADDISON SQUARE GARDENS IN CONJUNCTION WITH A BILLIE EILISH CONCERT AND FOLLOWED UP WITH 3 SPOTLIGHT MOVIES ABOUT THE INCREDIBLE CAST OF THE KUSH 3.0 CAMPAIGN. BOOM.

CHECK IT OUT *HERE*:

## ROLL CREDITS

STARRING.....CHARLOTTE LAWRENCE + MEREBA + 070SHAKE + MADS MULLINS  
PHOTOGRAPHER.....HUGO COMTE  
DIRECTORS.....SHREYA CHOPRA + GEORGIE GREVILLE  
CINEMATOGRAPHERS.....GAUL PORAT +ALEX BERGMAN  
EDITOR.....LOGAN SEAMAN  
PRODUCER.....MICHELLE FRENCH + WHOODEN COLLECTIVE

02  
D U6









# HOLIDAY 2020

ART DIRECTION + ANIMATION DIRECTION + DESIGN = A *FESTIVE* HOLIDAY PARTY/CAMPAIGN. MADE DURING A GLOBAL PANDEMIC ON A VERY SMALL BUDGET, THIS PROJECT REQUIRED A BIG DESIGN LIFT AND A BIG HEART (FULL OF HOLIDAY CHEER). UTILIZING BEAUTY ASSETS MILK MAKEUP HAD ALREADY SHOT AND A FRESH NEW STILL LIFE SHOOT, THIS DIGITAL CAMPAIGN WAS CREATED WITH A HEAVY DESIGN AND CGI HAND INSPIRED BY NEW AGE DISCO RECORD COVERS TO PROMOTE THE BRANDS HOLIDAY MAKEUP SETS. SETS > SET LIST. GET IT?

## ROLL CREDITS

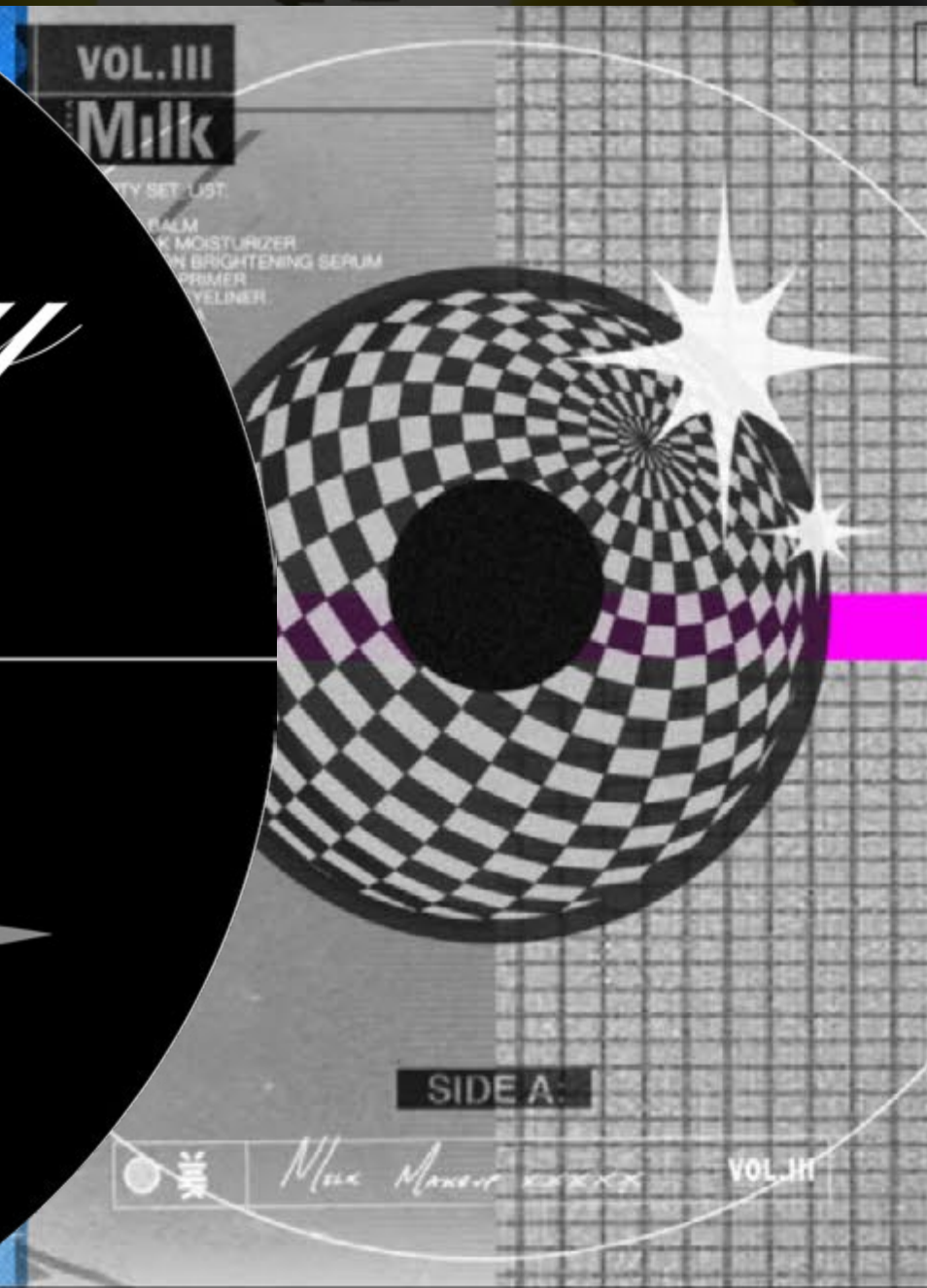
PHOTOGRAPHER.....HUGO COMTE  
STILL LIFE PHOTOGRAPHER.....KANJI ISHI  
CGI.....JET SET STUDIO  
VIDEO EDIT.....STEF REY

**03**  
D 09

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Good Ingredients. Epic Payoff. Milk Makeup\_Party Set\_List\_2020

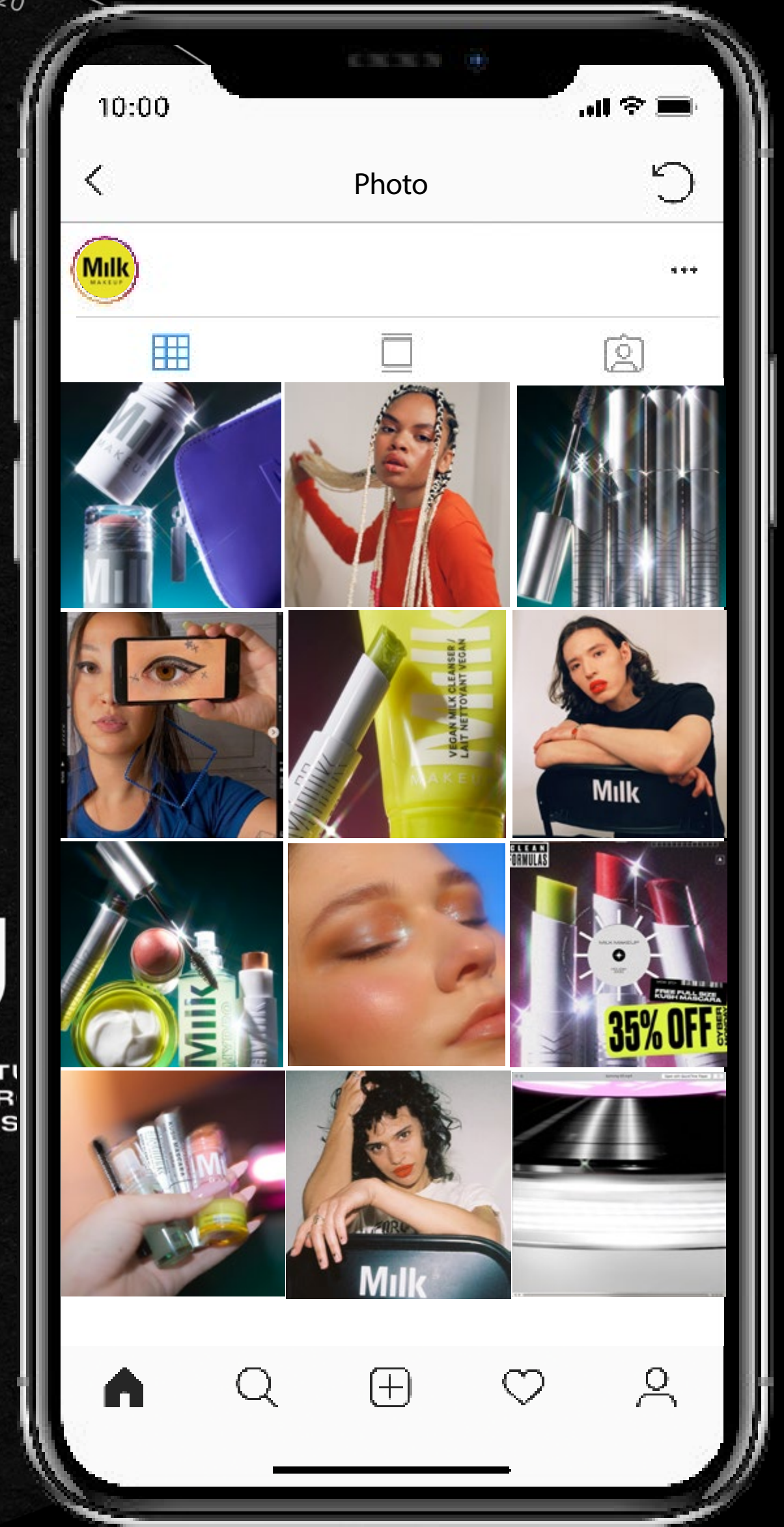
Milk Makeup\_Party Set\_List\_2020 01\_Party Pack\_ 02\_ Here For the Party Set

# MILK MAKEUP

01. KUSH LIP BALM / 02. VEGAN MILK MOISTURIZER  
 03. WATERMELON BRIGHTENING SERUM / 04. HYDRATING MASCARA  
 05. KUSH LIQUID EYELINER / 06. KUSH MASCARA GEL  
 07. KUSH BROW GEL

0 LIVE YOUR LOOK

Milk Makeup\_Party Set\_List\_2020 01\_Party Pack\_ 02\_ Here For the Party Set



# SUNSHINE SKIN TINT (COMING SOON)

ART DIRECTION + FILM DIRECTION + DESIGN = A *SAVORY* BREAK IN A DARK YEAR. LAUNCHING A TRIPLE-A PRODUCT IN THE MIDDLE OF A PANDEMIC PROVED TO BE A CHALLENGE. THE CREATIVE FOR THE LAUNCH OF SUNSHINE SKIN TINT SPF 30 HOPED TO INJECT SOME LIGHT, ENERGY AND FREEDOM BACK INTO OUR LIVES CAPITALIZING ON THE PRODUCTS CLEVER ON-THE-GO DESIGN AND SPF FILLED FORMULA. INSPIRATION WAS TAKEN FROM PULSATING JAMIE XX TRACKS, COMING OF AGE MOVIES AND 90'S DELIA'S CATALOGUES TO PRODUCE A ONE OF KINDA, FULLY OUTDOOR CAMPAIGN- FEATURING OVER 32 MODELS, SHOT IN 2 DIFFERENT CITIES, WITH A CAST OF MILK FRIENDS AND FAMILY.

## ROLL CREDITS

PHOTOGRAPHER.....MARCUS COOPER + EMILY LIPSON  
STILL LIFE PHOTOGRAPHER.....KANJI ISHI  
CGI.....WHODEN COLLECTIVE  
VIDEO EDIT.....LOGAN SEAMAN  
VIDEOGRAPHERS.....ALISON DUPRAS + WYATT WINFREY

04  
P 012



**SUNSHINE SKIN TINT** SPF 30

100% VEGAN

CLEAN FORMULAS

#LIVEYOURLOOK

ONLY AT SEPHORA

RYANN BOSETTI USES VEGAN MILK MOISTURIZER AND HYDRO GRIP PRIMER +++

CLEAN FORMULAS

#LIVEYOURLOOK

**SUNSHINE SKIN TINT** SPF 30

100% VEGAN

Milk MAKEUP

CLEAN FORMULAS

#LIVEYOURLOOK

ONLY AT SEPHORA

SHAWN LAKIN WEARS SUNSHINE SKIN TINT SPF 30 IN SHADE SAND AND ELECTRIC GLOSSY LIP PLUMPER IN SHADE CHARGED +++

LIVE YOUR LOOK

CLEAN FORMULAS

#LIVEYOURLOOK

**SUNSHINE SKIN TINT** SPF 30

100% VEGAN

CLEAN FORMULAS

#LIVEYOURLOOK

ONLY AT SEPHORA

MAAD WEARS SUNSHINE SKIN TINT SPF 30 IN SHADE MEDIUM TAN AND KUSH MASCARA +++

LIVE YOUR LOOK

CLEAN FORMULAS

#LIVEYOURLOOK

**SUNSHINE SKIN TINT** SPF 30

100% VEGAN

Milk MAKEUP

CLEAN FORMULAS

#LIVEYOURLOOK

ONLY AT SEPHORA

TORIN ASHTUN THOMAS AND DEON WILLIAMS JR. WEAR SUNSHINE SKIN TINT SPF 30 IN SHADES TAN AND HAZELNUT +++

Milk MAKEUP

100% VEGAN

CLEAN FORMULAS

#LIVEYOURLOOK

**SUNSHINE SKIN TINT** SPF 30

100% VEGAN

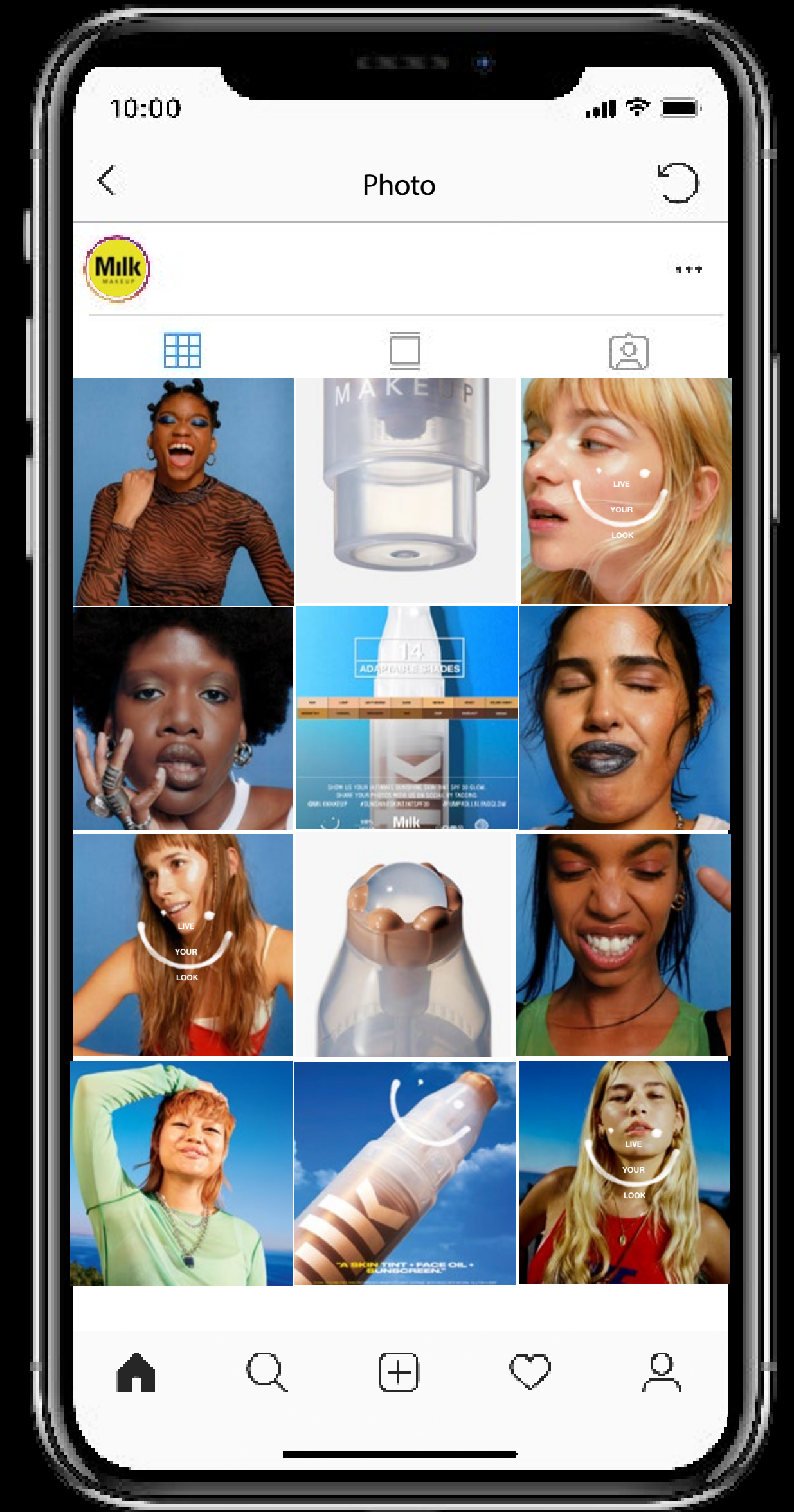
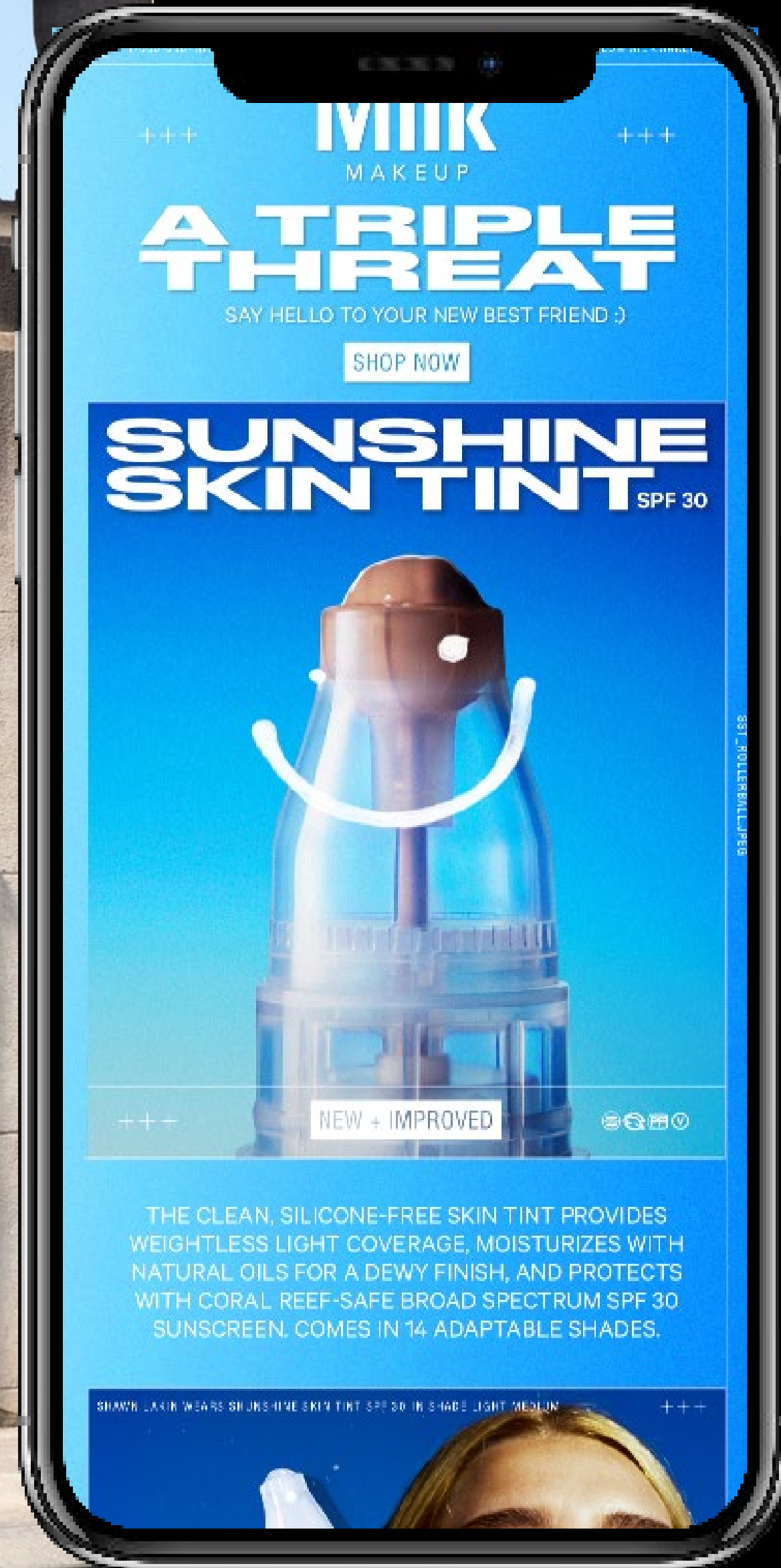
CLEAN FORMULAS

#LIVEYOURLOOK

MIMI QUIQUINE USES HYDRO GRIP PRIMER AND SET + REFRESH SPRAY +++

CLEAN FORMULAS

#LIVEYOURLOOK

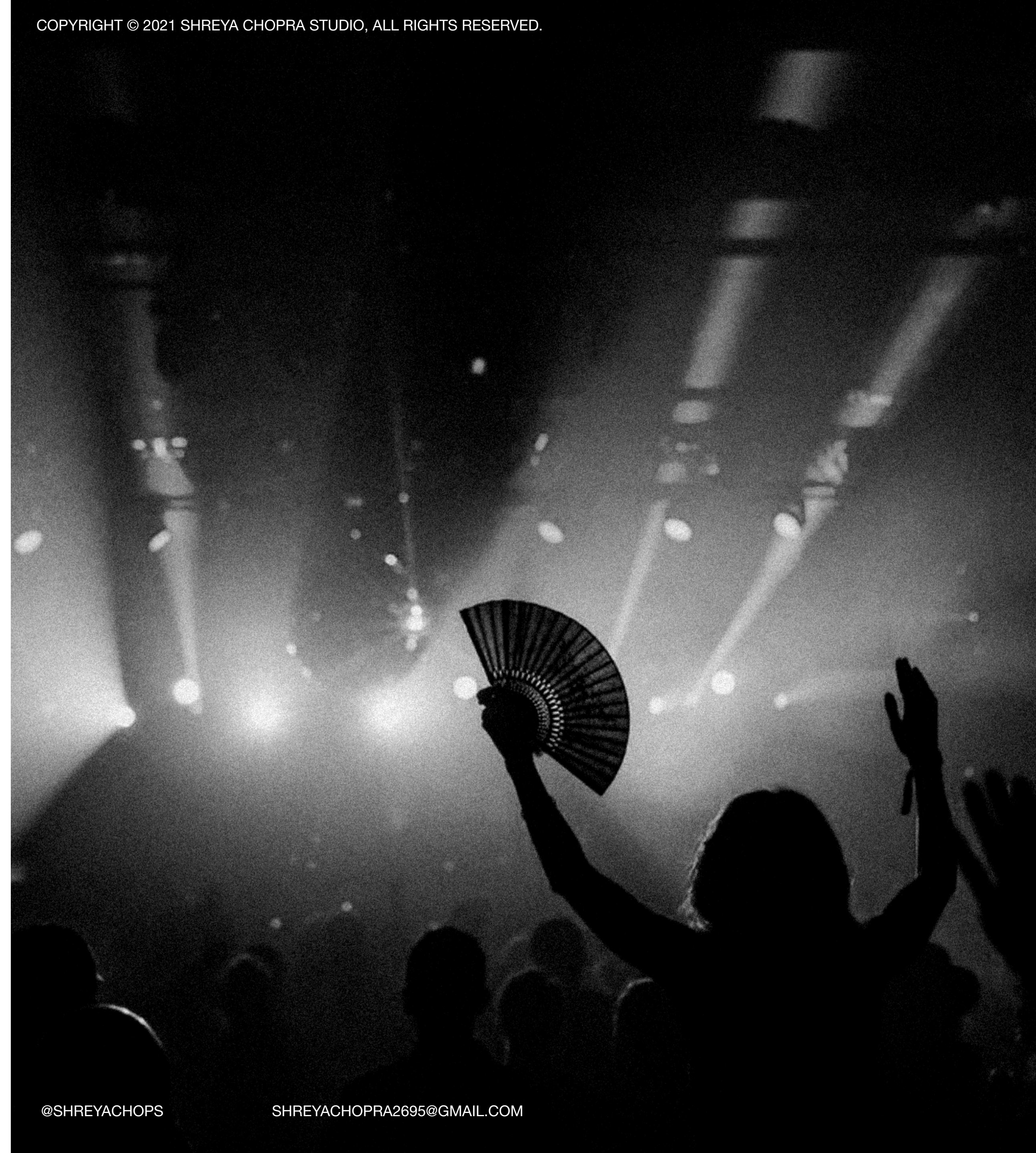


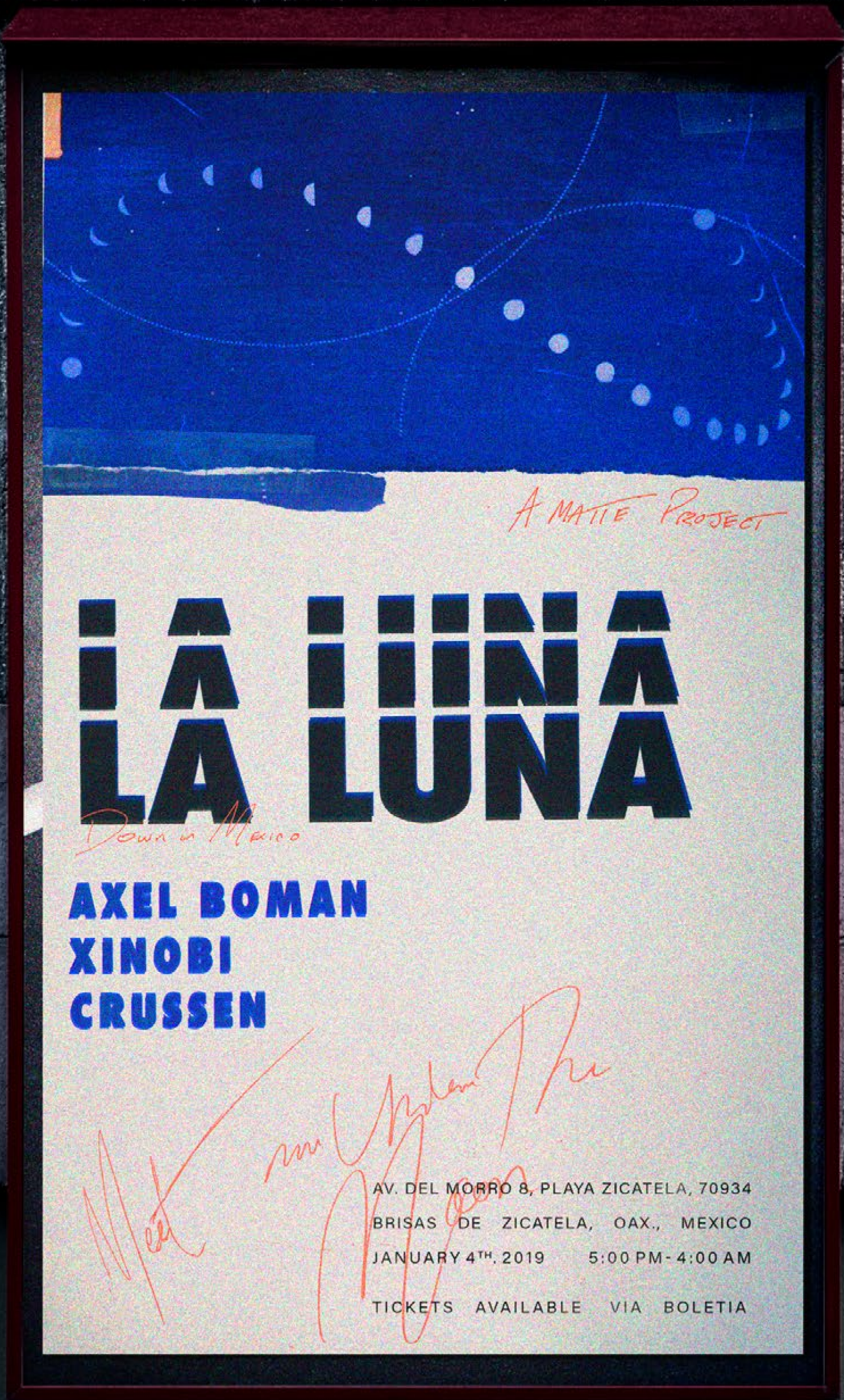
# LA LUNA

ART DIRECTION + DESIGN = A *DREAMY* BRAND IDENTITY FOR A REAL NEW YORK PARTY. THE CREATIVE BRANDING FOR LA LUNA MUSIC FESTIVAL HOSTED BY MATTE PROJECTS WAS INSPIRED BY THE PHASES OF THE MOON INTERPRETED THROUGH VARIOUS TYPE TREATMENTS AND CAREFULLY COMPOSED LAYOUTS. DESIGNS WERE FINISHED WITH A HAND-DRAWN, STOP MOTION COLLAGE EFFECTS AND DELICATE ILLUSTRATIONS. ALL TYPE WAS HEAVILY TREATED THROUGH ZEROXING, SCANNING AND CUTTING WHILE PAINTERLY DETAILS WERE INCLUDED TO ADD A PERSONAL DELICATE TOUCH. A LOVING PEICE OF VISUAL POETRY SET TO THE IMAGES OF MOONLIT DANCES.

CHECK IT OUT *HERE*:

05  
P 015







MATTE La Luna 2019 - Recap

  
Watch later

  
Share



# PRIDE 2020

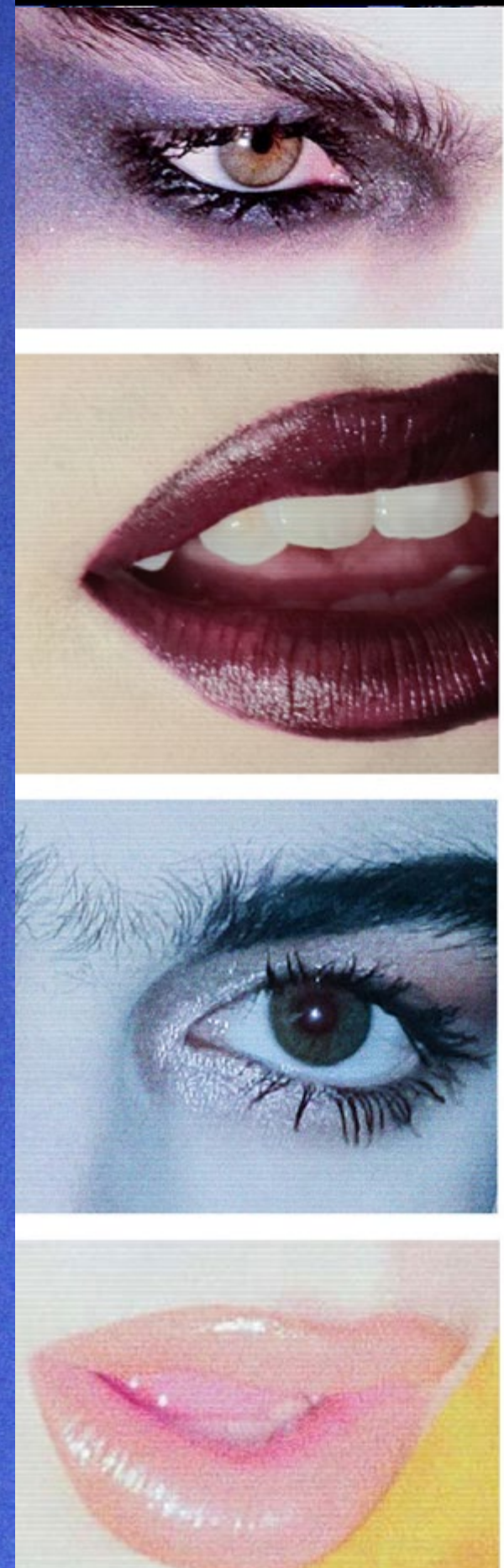
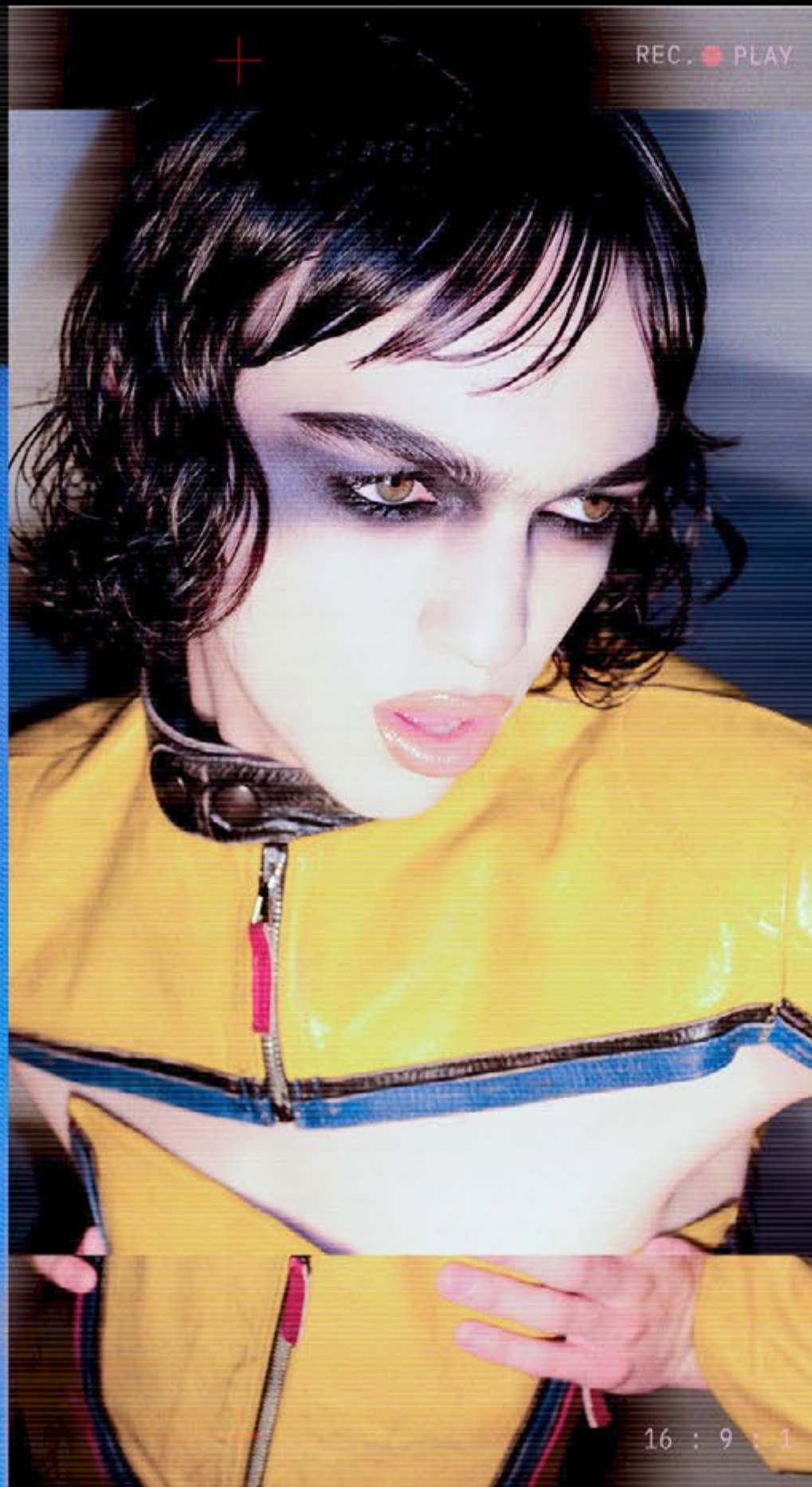
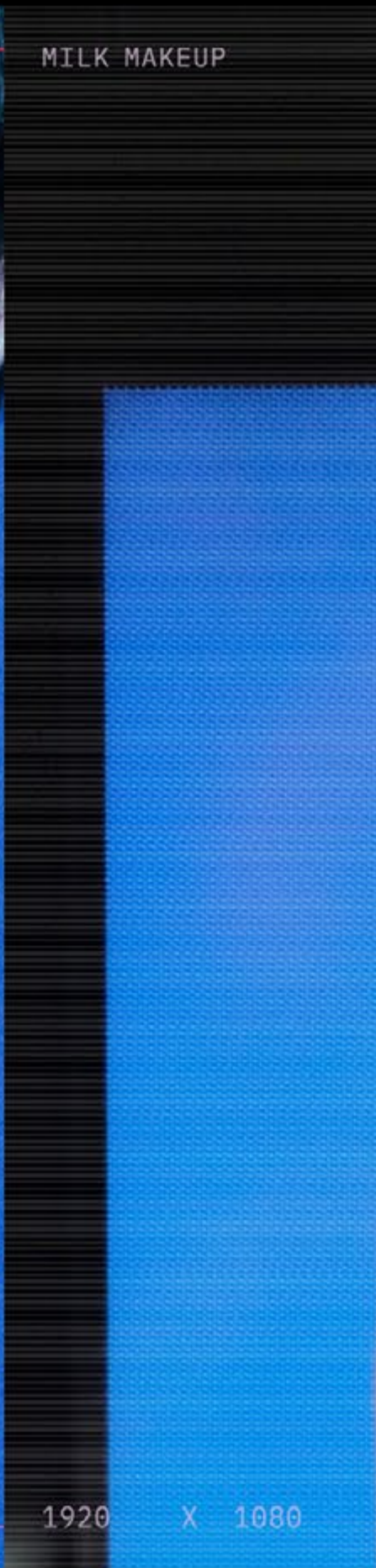
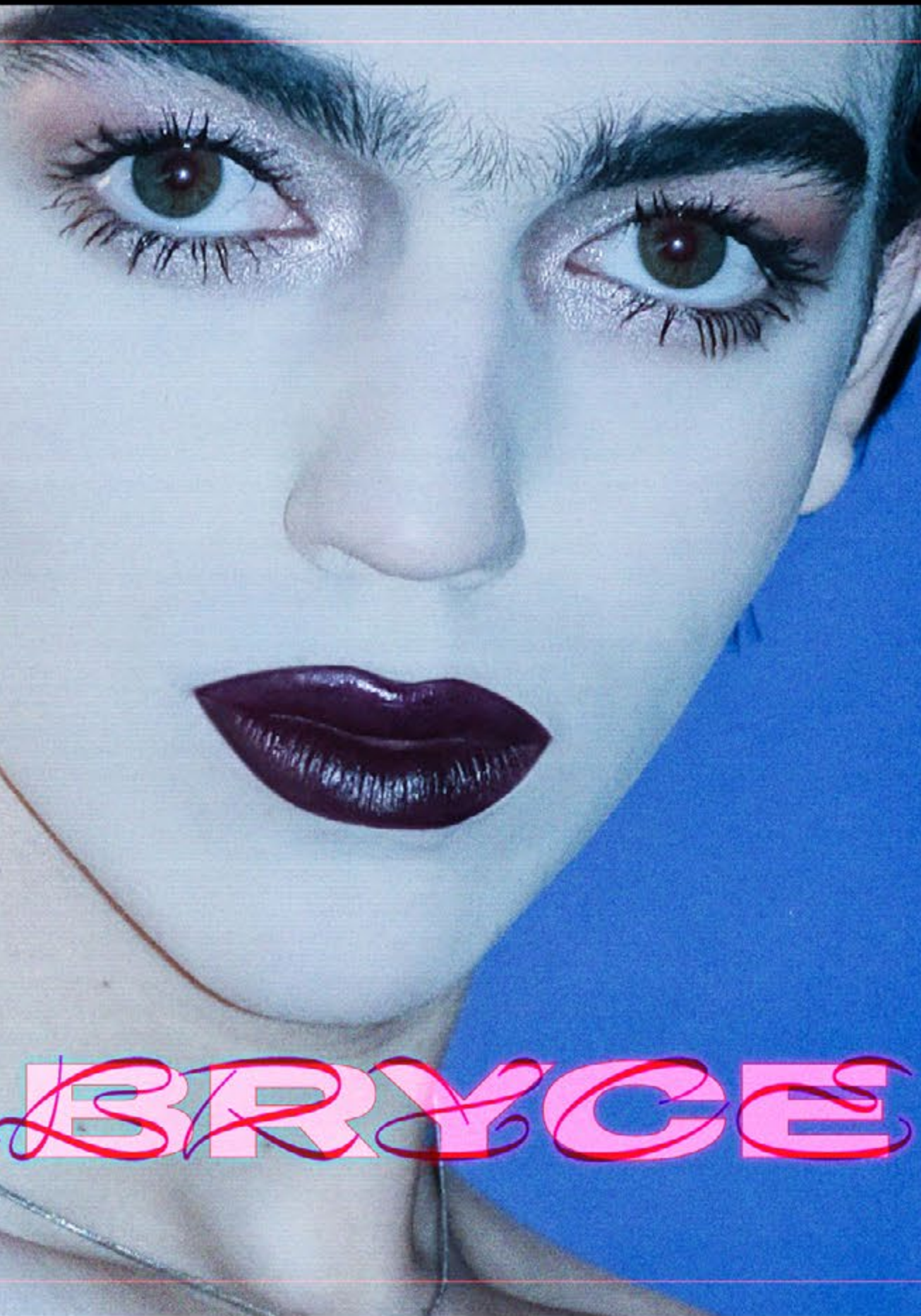
ART DIRECTION + DESIGN = A *BOLD* CELEBRATION OF INDIVIDUALITY. TO CELEBRATE MILK MAKEUP'S PRIDE 360 INITIATIVE AND THE LAUNCH OF THEIR LIMITED EDITION PRIDE GLITTER LIP BALM A NEW IDENTITY WAS CREATED TO SUPPORT THE ONGOING PROJECT AND RAISE MONEY FOR THE CENTER. A LOGO AND SEAL THAT COMBINED A WIDE BOLD TYPEFACE WITH A CUSTOM CALLIGRAPHIC FACE CREATED THE JUXTAPOSITION OF STRENGTH AND INDIVIDUALITY AND WAS PROUDLY STAMPED ACROSS ALL CREATIVE. A SERIES OF ZINES WERE THEN DISTRIBUTED ONLINE COMBINING SELFIES, EDITORIAL PHOTOGRAPHS (SHOT BY MARCUS COOPER) AND VIDEO INTERVIEWS TO SPOTLIGHT MILK COMMUNITY MEMBERS WHO WANTED TO CHAMPION A VIRTUAL PRIDE CELEBRATION AND SPEAK TO THEIR EXPERIENCES AS LGBTQIA+ PEOPLE TODAY.

## ROLL CREDITS

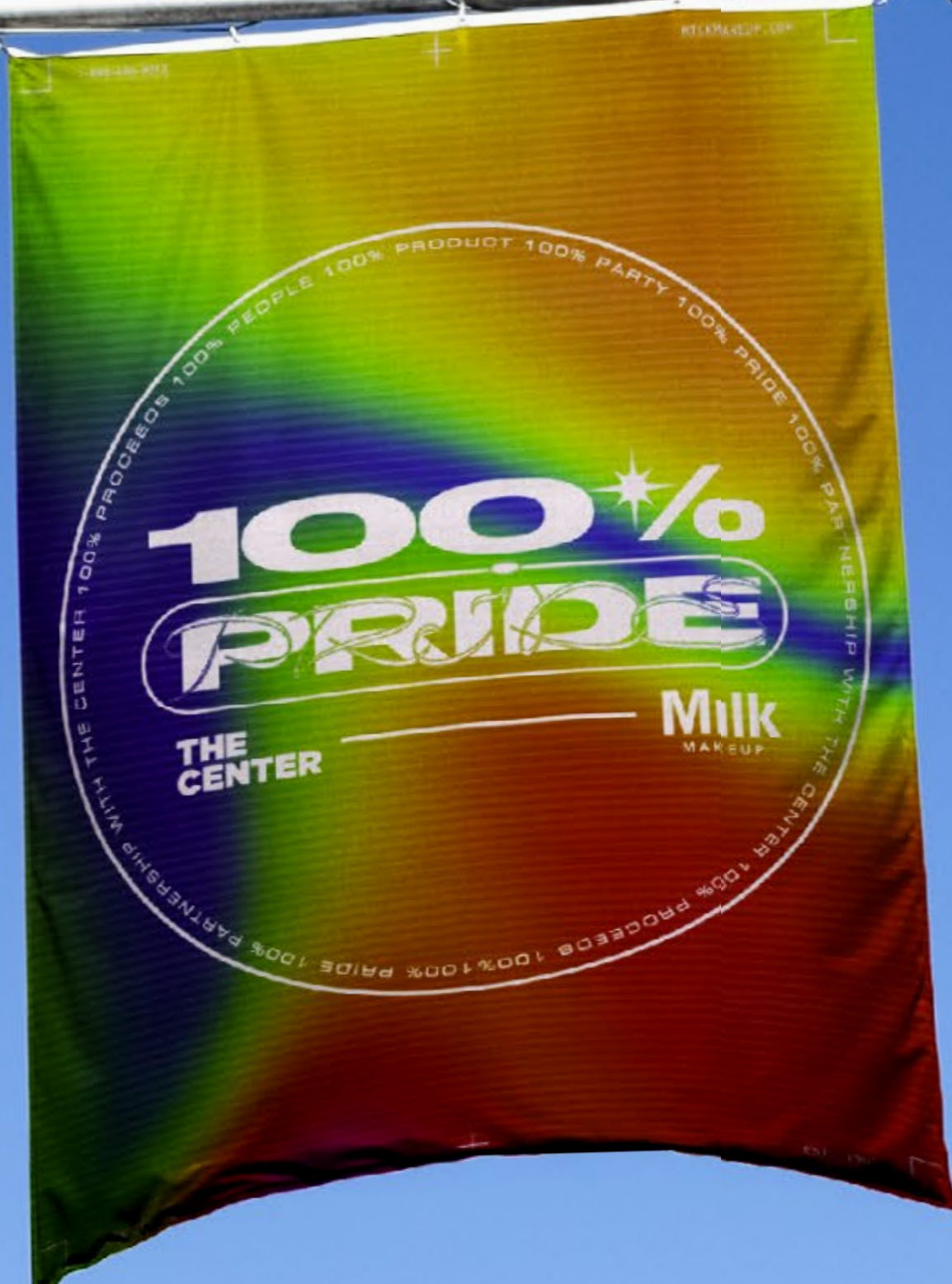
PHOTOGRAPHER.....MARCUS COOPER  
STILL LIFE PHOTOGRAPHER.....KANJI ISHI  
VIDEO EDIT.....STEF REY

06  
P 018





PRESENTED BY MILK MAKEUP



# SYD:FIT

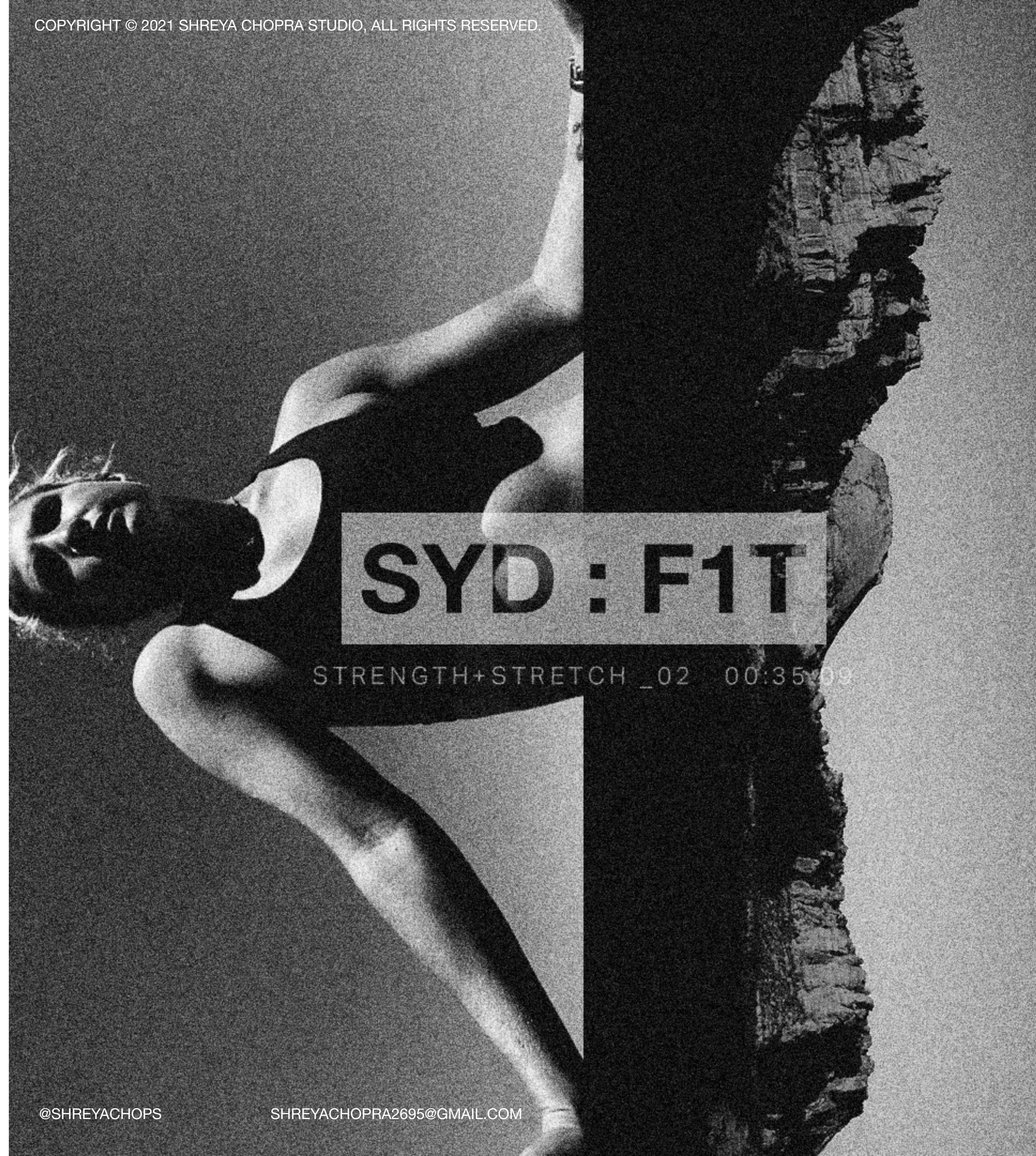
CREATIVE DIRECTION + VIDEO DIRECTION + DESIGN = A *QUEER* BUT SOULFUL TAKE ON FITNESS. FITNESS GURU, SYDNEY MILLER WANTED TO CREATE A FITNESS BRAND AND TRAINING CLUB THAT CAPTURED THE WHOLISTIC NATURE OF NUTRITION, EXERCISE AND MINDFULNESS. THE BRAND DESIGN UTILIZED SPLIT SCREEN IMAGES THAT CONNECTED FITNESS TO THE OUTSIDE WORLD BROUGHT TOGETHER BY A BOLD LOGO INSPIRED BY THE FACE OF A STOPWATCH. THE IDEA OF TIME PROVIDED THE KEY INSPIRATION FOR TYPE SETTINGS OFTEN, SPINNING IN CIRCLES AND MOVING LIKE TICKERS ACROSS THE SCREEN TO REPRESENT THE CIRCULAR NATURE OF HER WORKOUTS AND THE NECESSITY OF APPLYING TIME AND PRESENCE TO SELF-GROWTH.

CHECK IT OUT *HERE*.

## ROLL CREDITS

STARRING.....SYDNEY MILLER  
CREATIVE DIRECTION.....SHREYA CHOPRA  
VIDEO EDIT.....STEF REY

07  
P 021



**SYD : F1T**

STRENGTH+STRETCH \_02 00:35:09





# MILK MAKEUP ANTHEM

ART DIRECTION + ANIMATION DIRECTION + DESIGN = A *HIGH ENERGY* GLOBAL TAKEOVER. AS MILK MAKEUP PREPARED TO LAUNCH IN THE EU, A HIGH ENERGY AND BOLD ENTRANCE WAS REQUIRED TO INTRODUCE OUR EUROPEAN AUDIENCE TO OUR PRODUCTS AND OUR COMMUNITY AND NEW YORK SPIRIT. INSPIRED BY NEW YORK CITY STREET WHEATPASTES AND MILK'S LOUD, YOUTHFUL ATTITUDE WE SHOT A MASSIVE CAMPAIGN WITH THE LEGENDARY ALASDAIR MCLELLAN, FEATURING 36 MODELS THAT THEN TRANSALTED IT NTO A CGI WONDERLAND VIDEO ANTHEM COMPLETE WITH A HEARTRACING SOUNDTRACK BY DIPLO. THE CAMPAIGN FILLED ALL SEPHORA STORES ACROSS THE EU WITH FULL EXPERIENTIAL TAKEOVERS IN SPAIN, GERMANY AND FRANCE, SUCCESSFULLY GETTING THE WORLD READY FOR MILK DOMINATION.

CHECK IT OUT *HERE*.

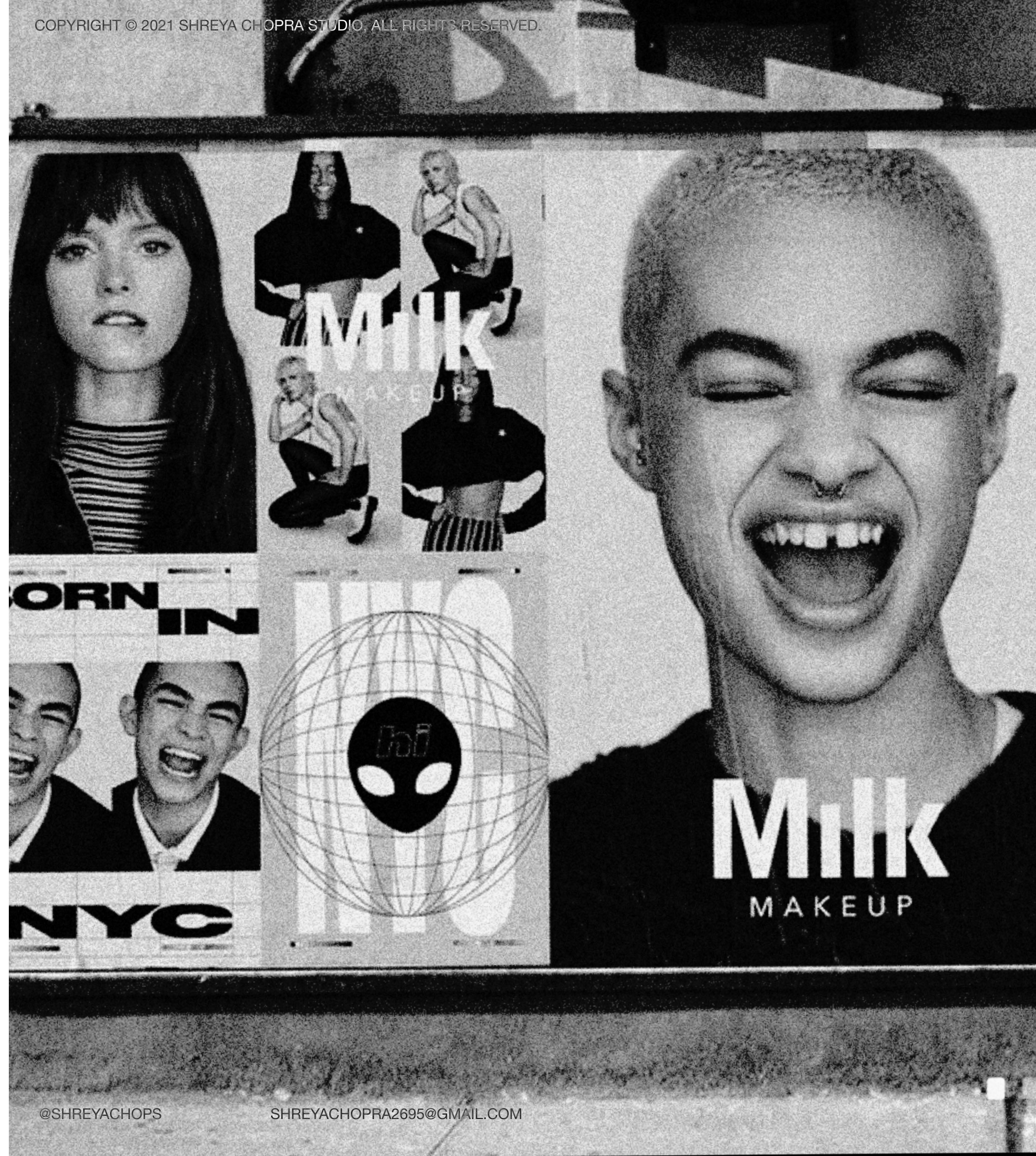
## ROLL CREDITS

PHOTOGRAPHER.....ALASDAIR MCLELLAN

CINEMATOGRAPHERS.....GAUL PORAT

EDITOR.....LOGAN SEAMAN

PRODUCER.....WHOODEN COLLECTIVE

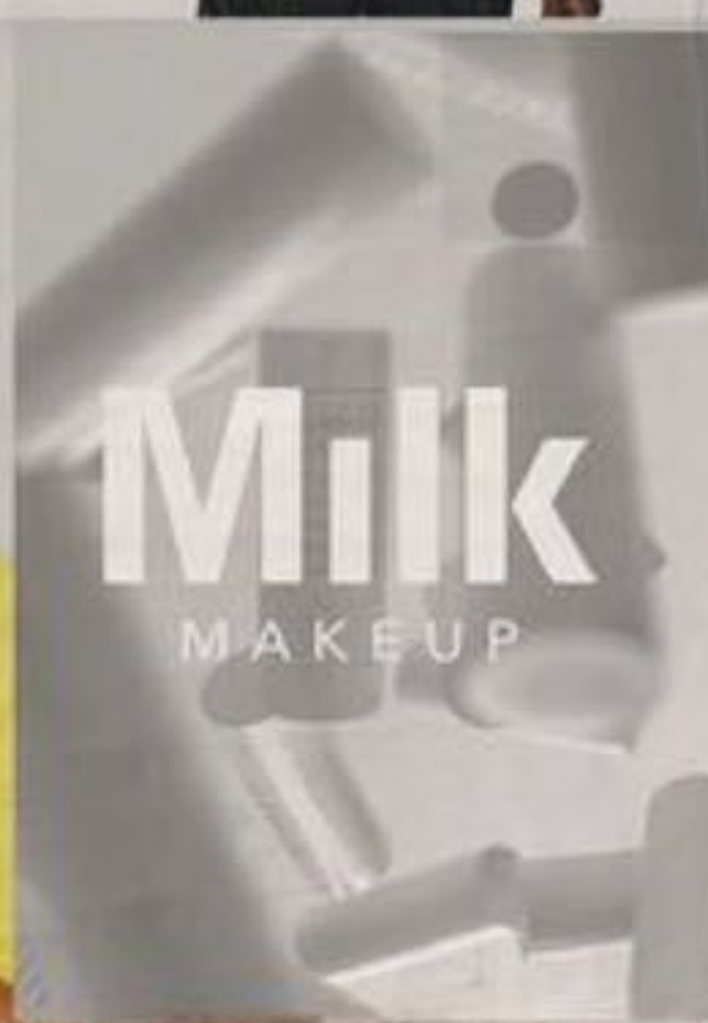
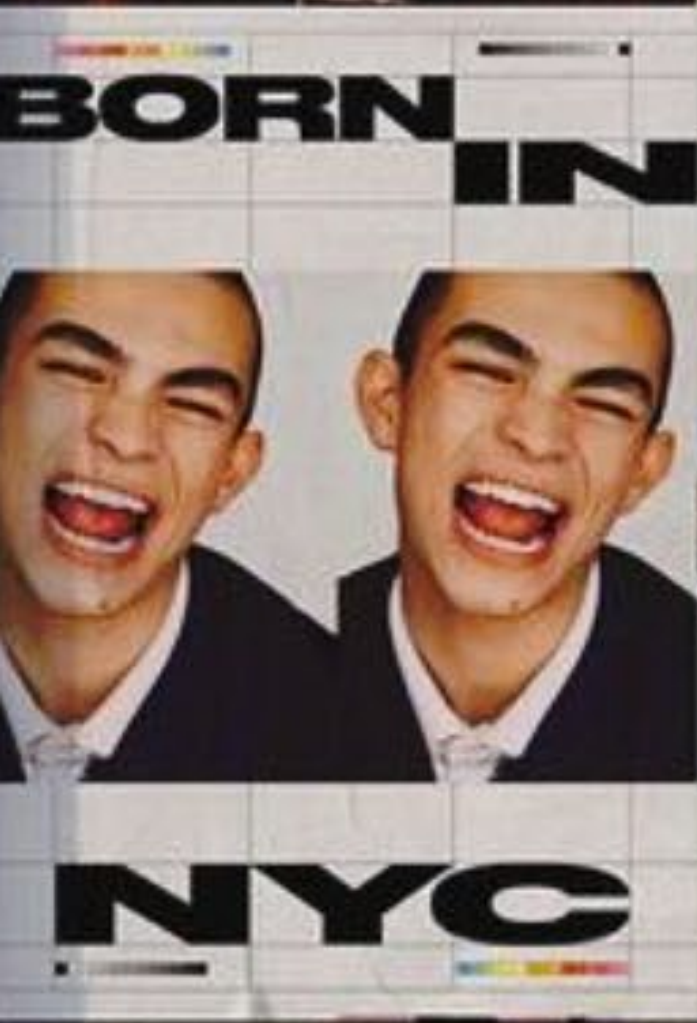
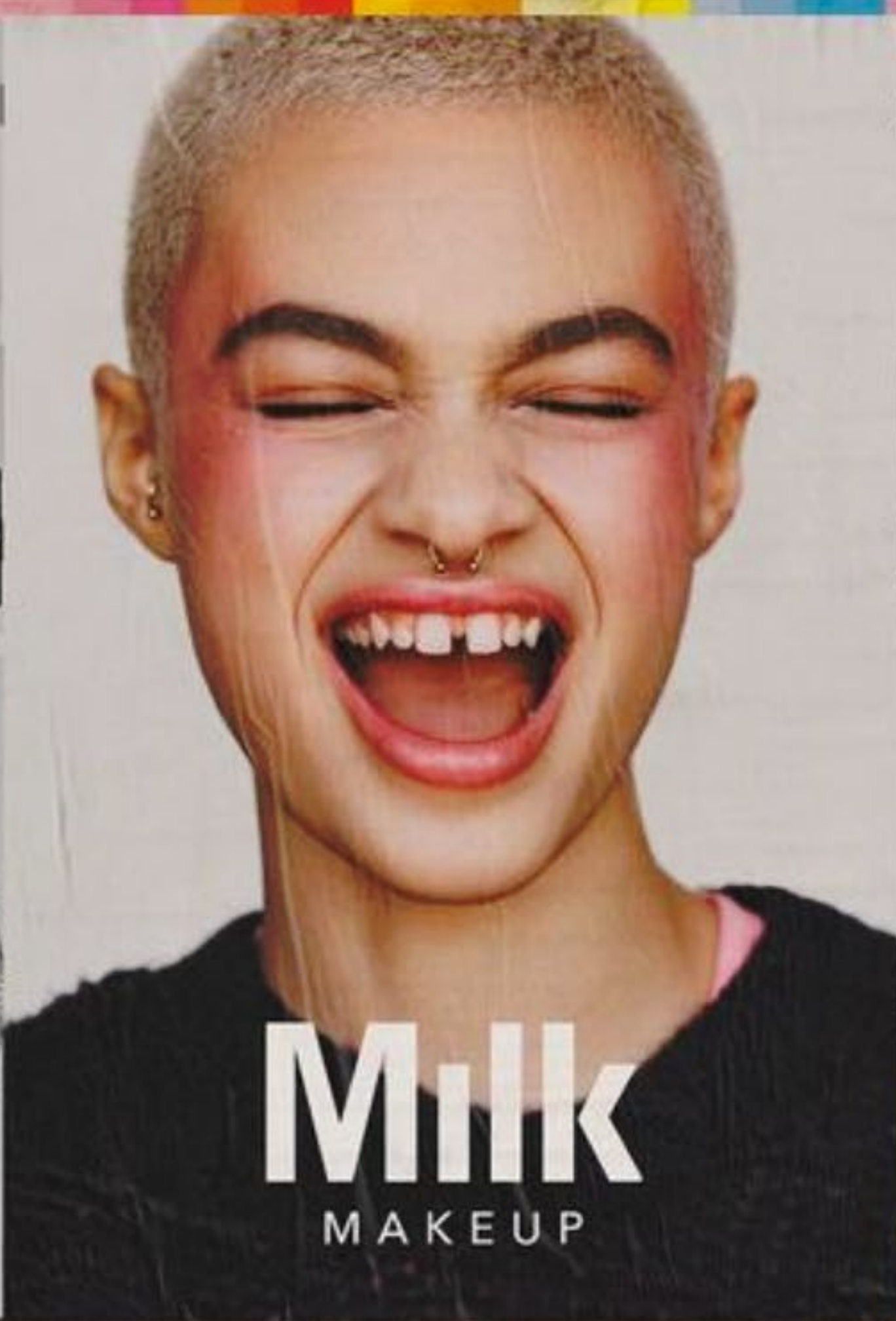


# 08

P 024



300



BORN IN NEW YORK

BORN IN NEW YORK

BORN IN NEW YORK

BORN IN NEW YORK

MILK

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MAKEUP

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# HYDRO 2.0

ART DIRECTION + DESIGN = A *EDGE* F-1 INSPIRED TAKE ON A GRIPPING FORMULA. BRINGING A NEW EDGE TO THE WORLD OF SETTING SPRAYS AND PRIMERS, THE INSPIRATION FOR THIS CAMPAIGN WAS CHAMPIONED BY HYDRO GRIP PRIMER AND SET+REFRESH SPRAY'S EXTREME HYDRATING AND GRIPPING FORMULA. GRAPHICS HAD HEAVY RACING AND MOTO-CROSS REFERENCES WITH CUSTOM 3-D TYPEFACES ZOOMING ACROSS SCREENS LIKE TIRES GRIPPING TO A RACETRACK. THE CAMPAIGN WAS COMPLETE WITH ACTION PACKED STREET SHOOT BY XAVIER LUGGAGE AND HIS UNIQUE LENS TO CAPTURE THE HYDRO PRODUCT FAMILY'S EFFICACY AND BADASS ATTITUDE.

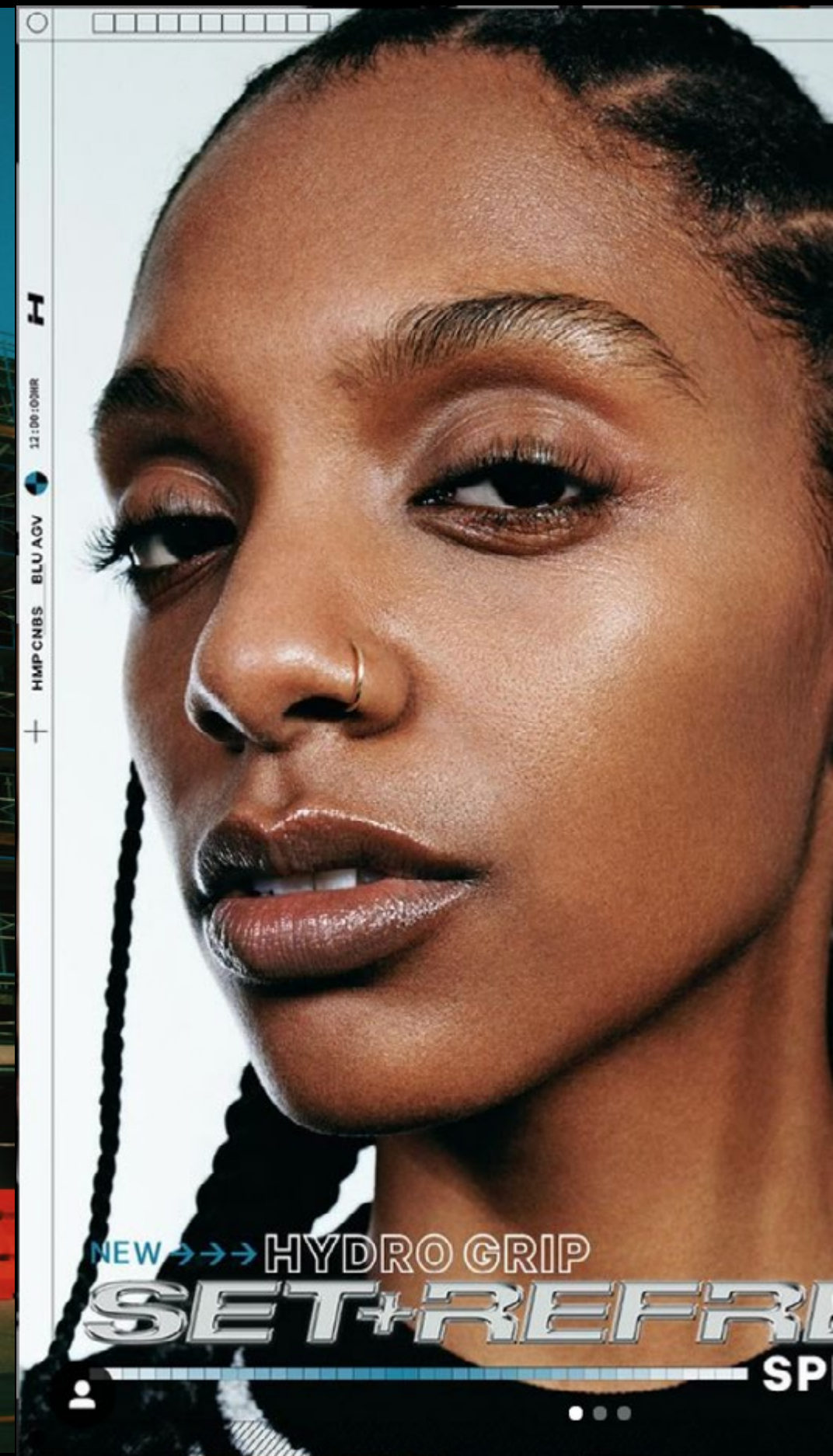
## ROLL CREDITS

PHOTOGRAPHER.....XAVIER LUGGAGE + HUGO COMTE  
STILL LIFE PHOTOGRAPHER.....KANJI ISHI

09  
P U27







# THE GRAND MESS

CREATIVE DIRECTION + FILM DIRECTION + DESIGN = A *MOVEMENT* + CINEMATIC IDENTITY. PULLING INSPIRATION OF OLD AND NEW WORLDS: ANCIENT ROMAN RUINS AND HEIROGLYPHS AS WELL AS THE WIDE SWEEPING PHOTOGRAPHY OF WIM WENDERS AND PHILIP-LORCA DICORCIA THE IDENTITY FOR MUSICIAN: THE GRAND MESS WAS DESIGNED TO HAVE A RELIGIOUS UNDERTONE AND WHIMSY EQUALLY INSPIRED BY CHARLES MANSON AND JULIUS CEASAER. INSTEAD OF DESIGNING SINGLE PEICES OF COVER ART: EVERY EP RELEASED IS ACCOMPANIED BY A DIGITAL EDITORIAL - COMBINING CINEMA AND STILL IMAGERY INTO AMBIENT SOCIAL MEDIA STORYBOARDS.

## ROLL CREDITS

STARRING.....ALEX SIESSE  
PHOTOGRAPHER.....ALEX JOSEPHS  
VIDEOGRAPHER.....SHREYA CHOPRA  
VIDEO EDIT.....STEF REY



# 10

03



DON'T FIND YOURSELF IN ME  
DON'T FIND IT AND IT LEAVES

QVAE XOP XOPB NVME  
GIKE MA EINGEBLIEB  
BEVD IN ME THE GBEVATION  
GEVAE NOHINO OFF THE BICLONBE  
IN THE GEMJBE OE XOPB EBVME  
SEE IN ME THE WHOGE SPECTRBY  
SPEEB IN ME VMD MA SPECTRBE  
VGG JHVJ XOP NEEDS  
BEVGGX VGG  
VM I VGG JHVJ XOP NEEDS

BYGGVBS:

THE GRAND MESS



PILLARS:

PILLARS:

AM I ALL THAT YOU NEED?  
REALLY ALL  
ALL THAT YOU NEED?  
SLEEP IN ME AND MY SPECTRE  
SEE IN ME THE WHOLE SPECTRA  
IN THE CENTRE OF YOUR FRAME  
LEAVE NOTHING OFF THE PICTURE  
READ IN ME THE CREATION  
LIKE MY FINGERTIPS  
GAVE YOU YOUR NAME

YOU FIND IT AND IT LEAVES  
DON'T FIND YOURSELF IN ME

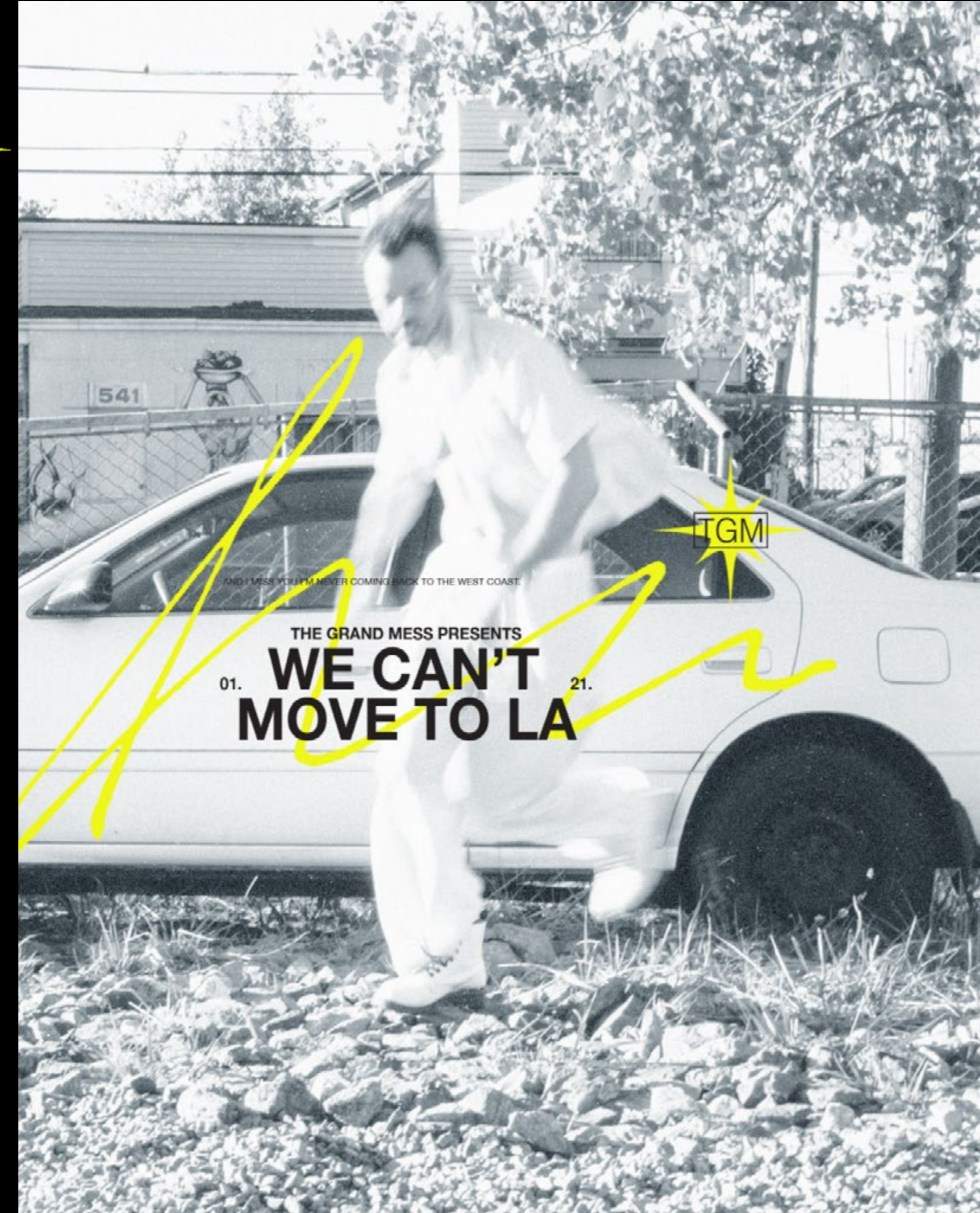


THE GRAND MESS



[ LIE TO YOU ]

I HATE IT WHEN I LIE TO YOU- BUT I LOVE WHEN YOU BELIEVE ME. FILL ALL MY GAPS WITH NEON GOLD.  
I'M EASIER TO REMEMBER IF I SHINE A LITTLE MORE. I'LL MAKE MYSELF UNFORGETTABLE. RADIATE TILL  
I DROWN IN THE LIGHT THAT COVERS ALL MY WRONGS. KEEP YOU AT A DISTANCE. BLUR THE PICTURE  
UNTIL YOU CAN SEE ME BETTER. NEVER TRIPPING ON MY LOOSE ENDS, SO I CAN MEAN THE WORLD TO YOU. I  
HATE IT WHEN I LIE TO YOU- BUT I LOVE WHEN YOU BELIEVE ME. I DON'T WANT YOUR LOVE I WANT YOUR  
ADORATION. I HATE IT WHEN I LIE TO YOU- BUT I LOVE WHEN YOU BELIEVE ME. I DON'T WANT YOUR LOVE  
I WANT YOUR ADORATION.





# COLLINA STRADA

ART DIRECTION + DESIGN = A *WINTERSTORY* LOOKBOOK AND ZINE.  
MADE IN THE MIDDLE OF A GLOBAL PANDEMIC, THIS DIGITAL STORYBOOK WAS DESIGNED TO INSPIRE CREATIVITY AND COLLABORATION BETWEEN ROOMATES AND FRIENDS TRAPPED IN DOORS. SHOT ENTIRELY REMOTELY, THE LOOKBOOK FEATURES THE UNIQUE LENS OF CHAD MOORE, THE FRIENDSHIP OF SARA AND SASHA CREATING ART FROM MILK MAKEUP PRODUCTS AND COLLINA STRADA FACE MASKS TO HELP PROMOTE SAFETY AND FUN (AT A SAFE SOCIAL DISTANCE) WHILE RAISING MONEY FOR THE CENTER.

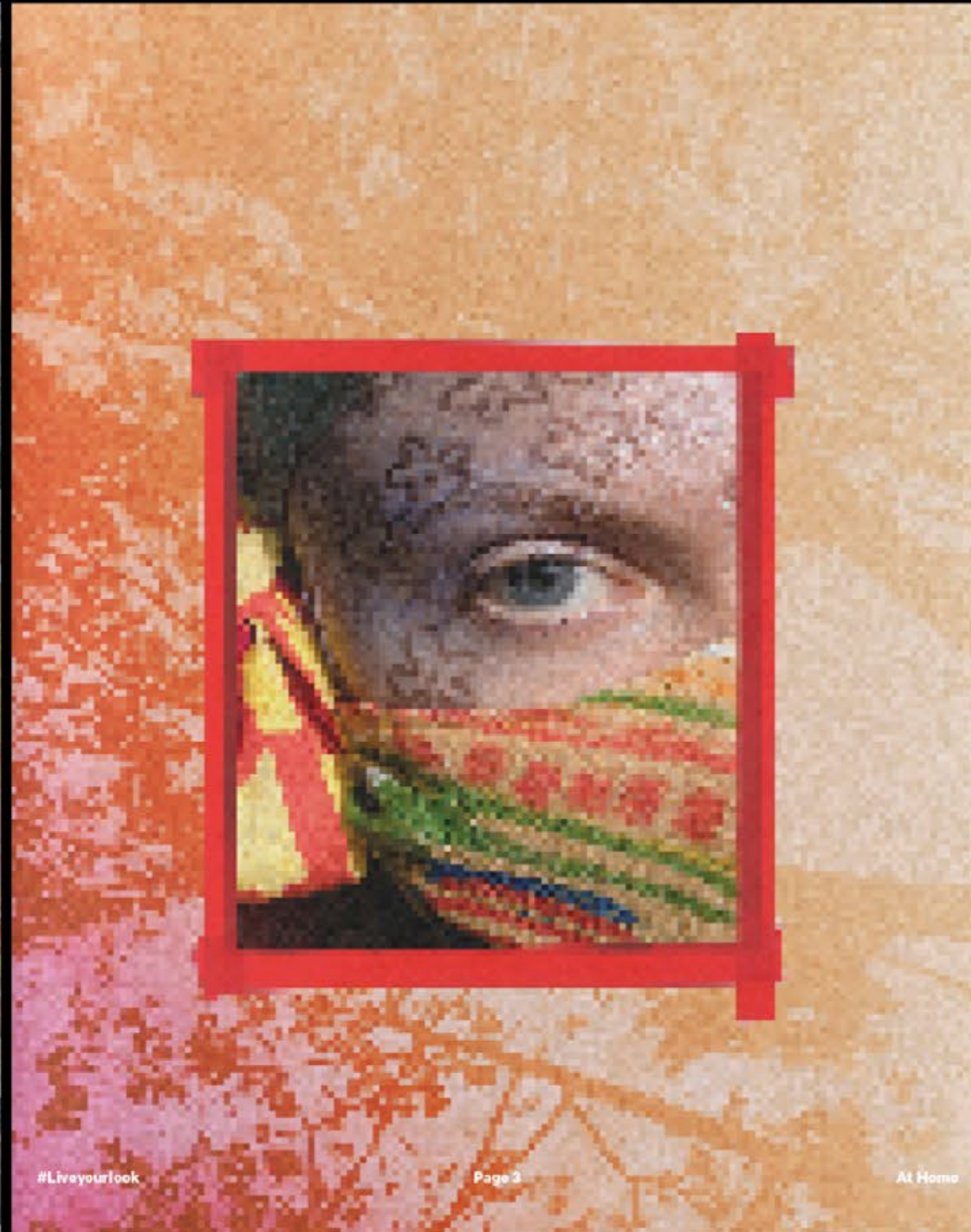
## ROLL CREDITS

PHOTOGRAPHER.....CHAD MOORE  
STARRING.....SARA HIROMI + SASHA MELYNCHUK  
STYLING.....HILARY TAYMOUR



# 11

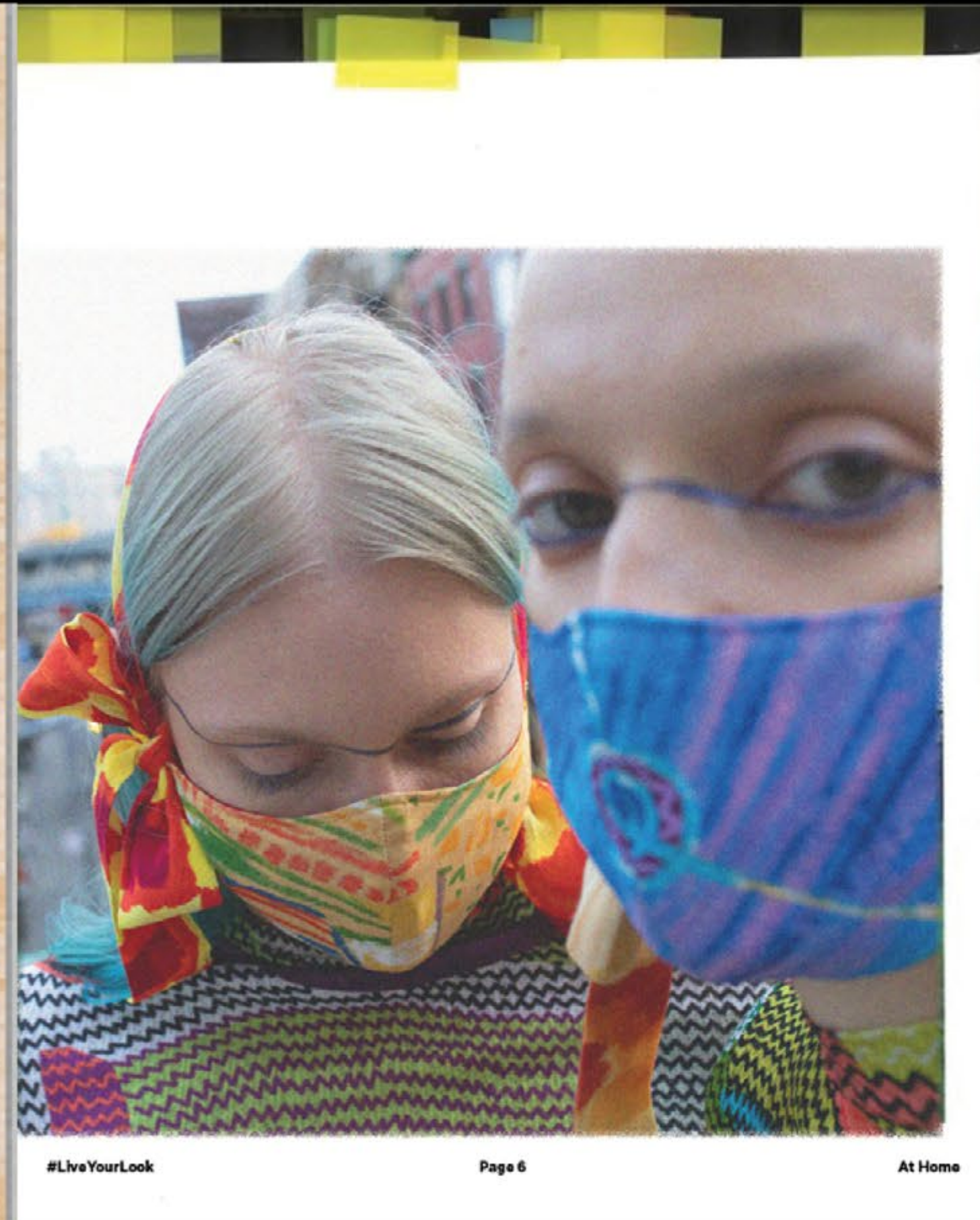
03



#Liveyourlook

Page 3

At Home



#LiveYourLook

Page 6

At Home



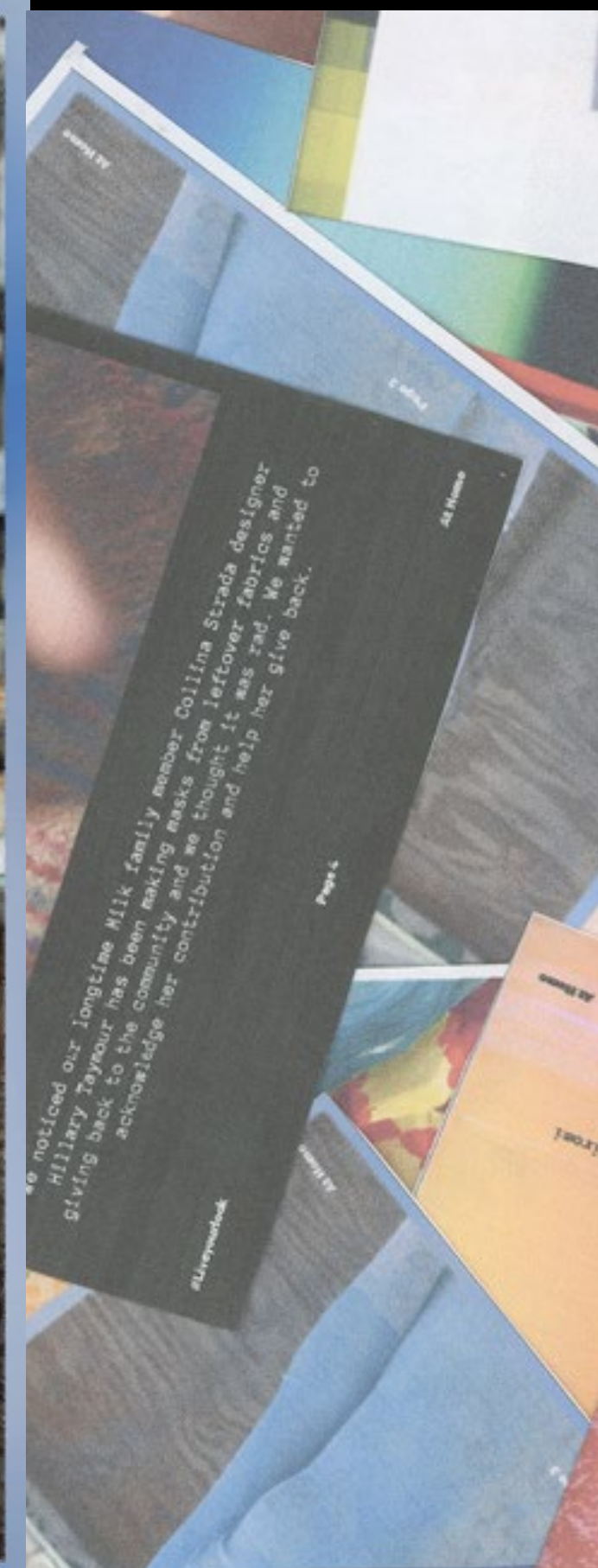
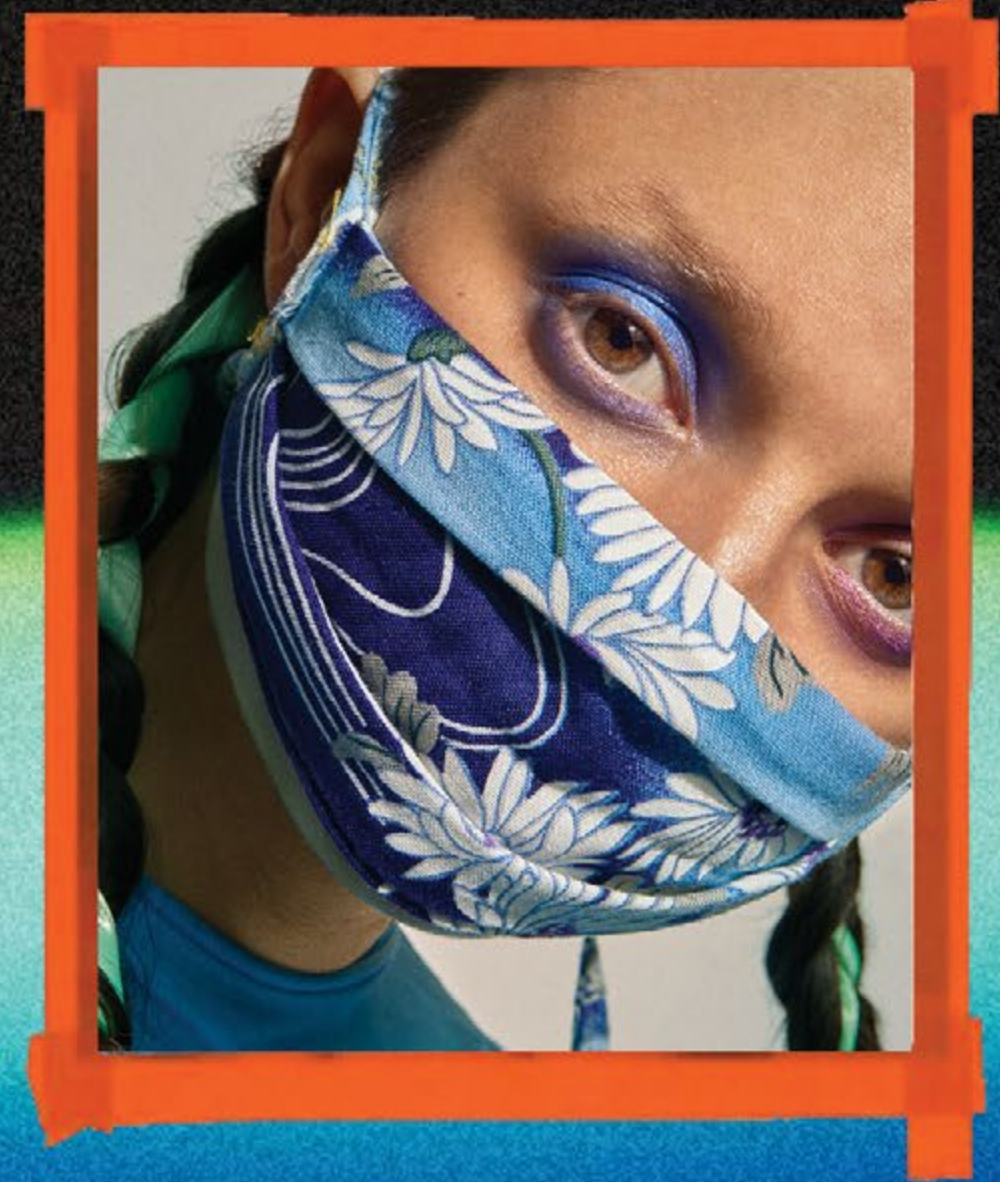
BECAUSE MASKS HAVE  
BECOME PART OF EVERY  
SELF-EXPRESSION WILL  
LOOK DIFFERENT THAN IT

#LiveYourLook

Page 7



"LIVE YOUR LOOK" IS NOT JUST ABOUT HOW YOU CREATE YOUR LOOK; IT'S WHAT YOU DO IN IT THAT MATTERS.



We noticed our longtime Milk family member Collina Strada designer Hillary Taymour has been making masks from leftover fabrics and acknowledge her contribution and help her give back.

# CARNIVORE

ART DIRECTION + ANIMATION DIRECTION + DESIGN = A *FOUR EYES* KEY ART PACKAGE. DESIGNED TO FEEL LIKE A CREATURE'S MOUTH OR A CARNIVOROUS BEING EATING ITSELF - THE TYPE SETTING FOR THE SHORT FILM "CARNIVORE" WAS CUSTOMIZED TO MATCH THE MORBID TONE OF CONSTANCE TSANG'S SHORT. FILM POSTERS WERE DESIGNED TO ALIENATE THE IMAGE OF THE HEROINE WHILST DISTORTING PHYSICAL ENVIROMENTS AND SPACES AS THOUGH CAMOUFLAGED BY INVISIBLE TREES - LAID OUT IN TYPEWRITER STYLE DOCUMENTS TO CAPTURE AN OLD MONEY DISPOSITION.

## ROLL CREDITS

CREATIVE DIRECTION.....SHREYA CHOPRA  
STARRING.....ANNAPURNA SRIRAM  
DIRECTOR.....CONSTANCE TSANG  
EXECUTIVE PRODUCER.....CARY JOJI FUKANAGA

12  
03



AN AT&T HELLO LAB PROJECT

# CARNIVORE

**DIRECTED BY CONSTANCE TSANG**

DIRECTED BY CONSTANCE TSANG - SCREENPLAY BY CONSTANCE TSANG - AN AT&T HELLO LAB PRODUCTION - WITH FULL SCREEN AND WHALE ROCK INDUSTRIES - STARRING ANNAPURNA SRIRAM - JESSE EISENBERG - TILDA SWINTON - CASSIDY ELLIS - MUSIC BY ALEX SIESSE - PRODUCTION DESIGN BY ANNA TAYLOR - GRAPHIC DESIGN BY SHREYA CHOPRA - DIRECTOR OF PHOTOGRAPHY MICHAEL POGRARIAN - CASTING BY SOCAN PRODUCTIONS - CINEMATOGRAPHY BY MARTA CRUENAS - SHOT AT ALDER MANOR, YONKERS, NY



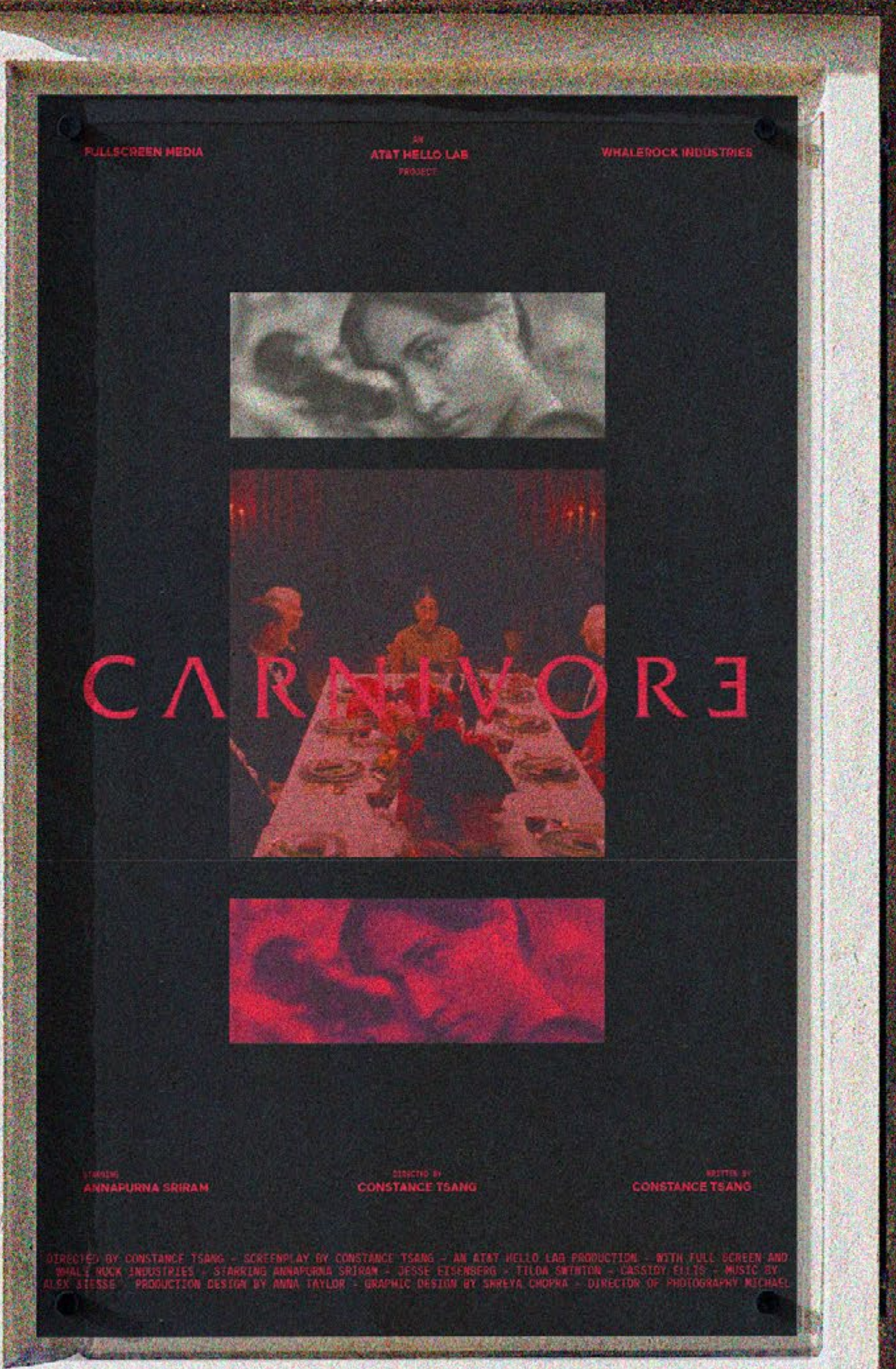
SHREYA.CHOPRA.STUDIO



CLUB.COLLECTIVE.COM



SHREYACHOPRA2335@GMAIL.COM



# CLUB-COLLECTIVE

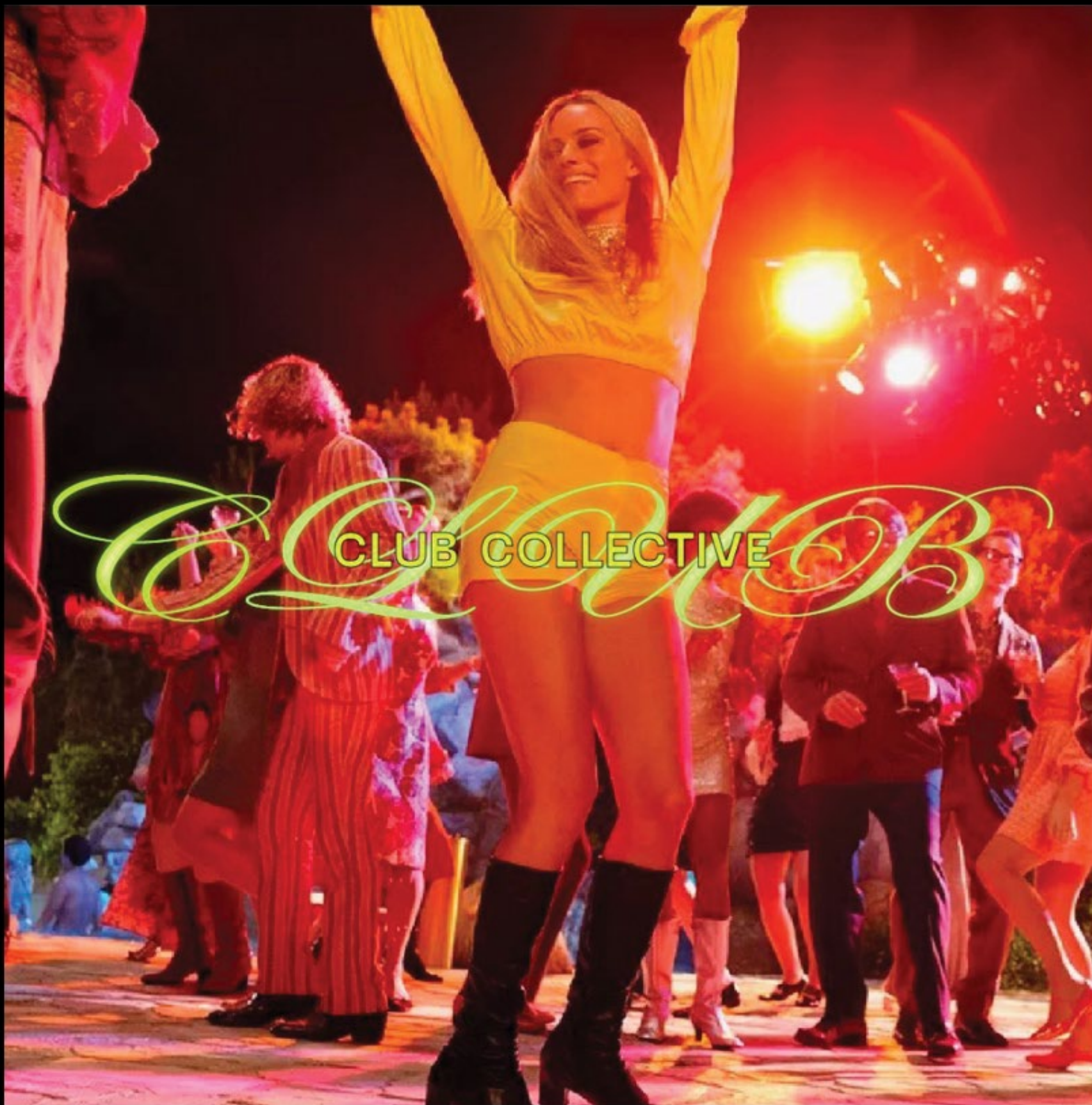
CREATIVE DIRECTION = A *BOOO* AND CARE-FREE AGENCY MODEL.  
THE BRANDING FOR MY OWN AGENCY CLUB-COLLECTIVE WAS ABOUT FUN, CHANNELING THE ENERGY OF ALL THE PROJECTS YOU WANTED TO SEE THROUGH BUT WERE KILLED IN V4, THE JOY OF THE COLLEGE ALL-NIGHTER AND THE STUPID ROM-COMS THAT MADE YOU LAUGH BUT ALSO INSPIRED YOU. DESIGNED TO BE EVER CHANGING, THE CURRENT ITERATION OF CLUB COLLECTIVE IS ALL ABOUT EXCESS, BRIGHT COLORS, OUTRAGEOUS BARELY LEGIBLE TYPE AND CAMPY CINEMA TO HELP OUR CLIENTS AND OURSELVES LOOSEN UP AND JUST MAKE WORK THAT IS FUN TO MAKE AND FUN TO LOOK AT.

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13  
03

CHARLIES ANGELS, 2000  
KEVIN & PERRY GO LARGE, 2000  
13 GOING ON 30, 2004  
DEATHPROOF, 2007  
CLIMAX, 2018  
THE GREAT BEAUTY. 2013



OS OF THEIR CARE-FREE, CLUB-GOING, CO



EMPIRE RECORDS, 1995  
THE BREAKFAST CLUB, 1985  
CHARLIES ANGELS: FULL THROTTLE, 2003  
YOUNG & BEAUTIFUL, 2014  
CENTER STAGE, 2000  
SON OF THE MASK, 2005



CALL US

▶ 00:00 / 04:30

ABOUT US

# CLUB COLLECTIVE

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JOIN US

# VEGAN MILK

ART DIRECTION + EXPERIENTIAL + DESIGN = A *FRESH* DELIVERY IN THE MAKEUP AISLE  
VEGAN MILK MOISTURIZER AND CLEANSER HAD THE PERFECT INGREDIENT STORY FOR A EXPERIENTIALLY DRIVE LAUNCH DUBBED "THE MILK MART". WHILE PRODUCT IMAGERY WAS SHOT TO HAVE A HEROIC BUT WELL-USED QUALITY AND SUPPORTED BY EN-MASSÉ IMAGES OF PRODUCTS PILED IN A WAREHOUSE, BEAUTY IMAGERY WAS ALL ABOUT REAL, AUTHENTIC ATTITUDE AND NO RETOUCHING. AN EXTENSIVE GRAPHICS SYSTEM WAS CREATED TO SUPPORT MULTIPLE EVENTS WHERE FUTURISTIC SUPER MARKET STORE FRONT'S WERE BUILT WITH UNIQUE, BARCODES AND LABELLING SYSTEMS HELPING SHOPPERS LEARN ABOUT THE PRODUCT. EVERYTHING WAS CONSIDERED AND DESIGNED FROM PRICE TAGS TO "NUTRITIONAL LABELS" TO MAKE THE MILK MART A FULLY REALIZED SHOPPING DESTINATION FOR ALL YOUR SKINCARE NEEDS.

CHECK IT OUT *HERE*:

## ROLL CREDITS

PHOTOGRAPHER.....JAI ODELL  
STILL LIFE PHOTOGRAPHER.....KANJI ISHI  
STARRING.....THERESA HAYES, MASSIMA DESIRE, BLUE LINDEBURG, ANITA JANE

# 14

04





GOOD INGREDIENTS. EPIC PAYOFF.

100% VEGAN VM

VEGAN MILK SKINCARE THE MILK WAY

12 26 100

VEGAN MILK CLEANSER + MOISTURIZER

USE AM/PM

01 DESERT MILK™  
02 FIG MILK  
03 ARGAN MILK

04 OAT MILK  
05 SHEA BUTTER  
06 GRAPESEED OIL

0 LIVE YOUR LOOK >

SHEA BUTTER 12/26

VEGAN 100 CASE

FIG MILK 100

VEGAN MILK CLEANSER / LAIT NETTOYANT

MAKEUP

CLEANSER MOISTURIZER

VEGAN 100

FIG MILK 100



**VEGAN MILK**

THE MILK WAY

1 2  
2 6  
LUXE

01 DESERT MILK™  
02 FIG MILK  
03 OAT MILK  
04 ARGAN MILK

@milkmakeup #veganmilkmoisturizer



FORMULATED W/ VEGAN MILKS

**01 DESERT MILK™**  
(MADE FROM KALAHARI MELON, BAOBAB, JOJOBA, AND ALOE VERA)

**02 FIG MILK**

**03 OAT MILK**

**04 ARGAN MILK**

USE AM/PM

FOR NORMAL TO DRY SKIN.  
GOOD FOR SENSITIVE SKIN.

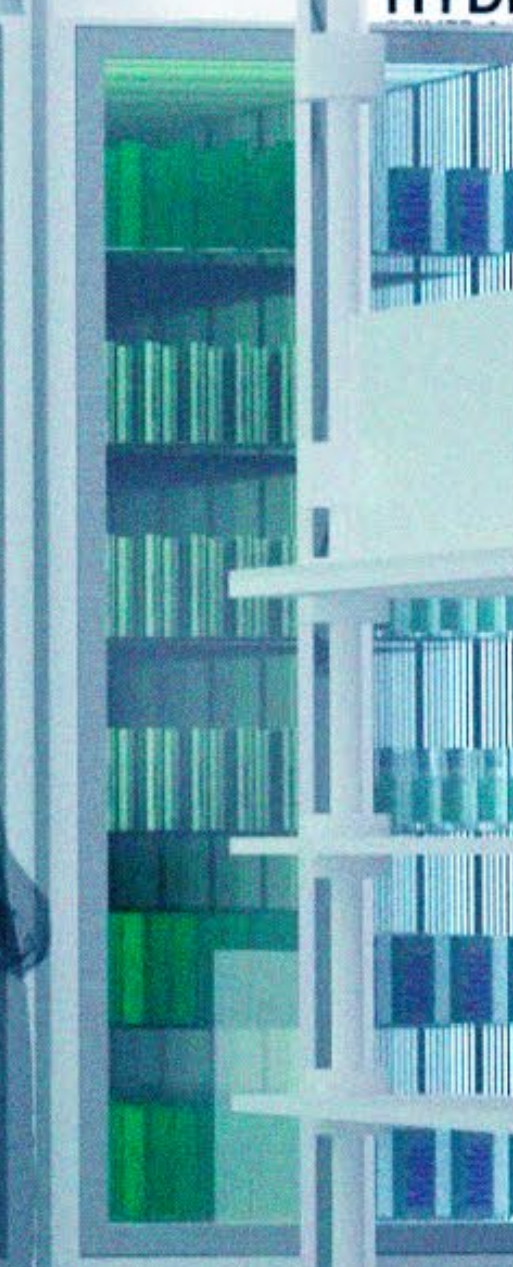


FULL MINI

GOOD INGREDIENTS. EPIC PAYOFF.

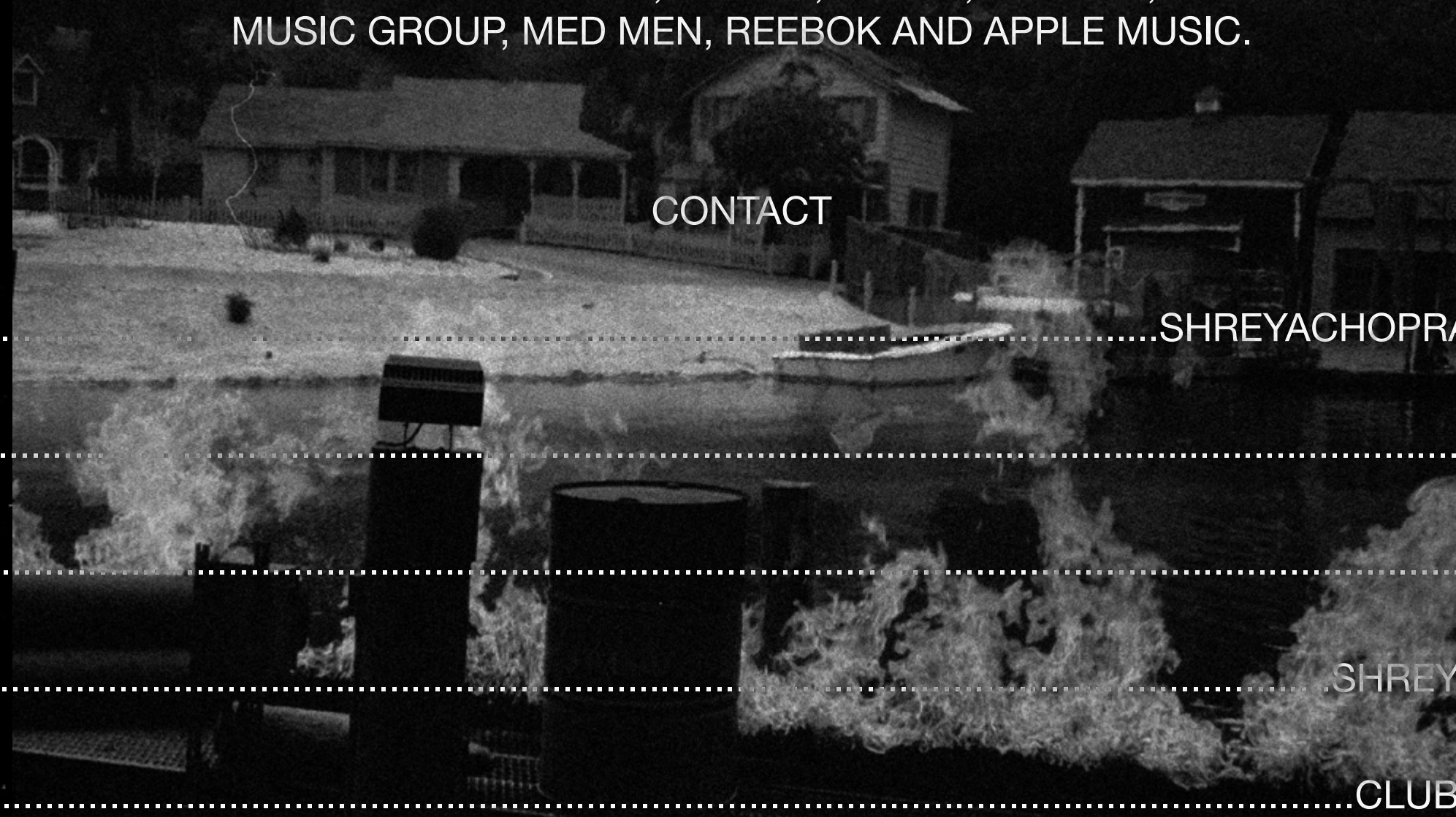
CRUELTY-FREE | PF PARABEN-FREE | 100% VEGAN

LIVE YOUR LOOK



# SHREYA CHOPRA \* STUDIO

SHREYA IS A YOUNG CREATIVE, DIRECTOR AND ART DIRECTOR BASED IN NEW YORK, STRIVING TO CREATE WORLDS AND WATCH THEM BURN; TO BEND GENRES AND BOTTLE HUMOR, BRINGING TWO UNEXPECTED IDEAS TOGETHER TO CREATE A PICTURE THAT IS ENTIRELY COMPLETE AND UNUSUAL. SHE IS MOST PASSIONATE ABOUT DRIVING SOUNDTRACKS, THE TINY DESIGN DETAILS, SWEEPING CINEMATIC IMAGES, ADULT ANIMATION TV SHOWS, MAXIMALISM, REAL REPRESENTATION AND LAUGHTER. HER INFECTIOUS CURIOSITY AND EXCITEMENT HAVE ALLOWED HER TO WORK WITH CLIENTS SUCH AS MILK MAKEUP, ADIDAS, PRADA, CARTIER, DOLCE AND GABANNA, UNIVERSAL MUSIC GROUP, MED MEN, REEBOK AND APPLE MUSIC.



EMAIL.....SHREYACHOPRA2695@GMAIL.COM

PHONE.....+1(516)35356135

INSTAGRAM.....@SHREYACHOPS

WEBSITE.....SHREYA-CHOPRA.STUDIO

AGENCY.....CLUB-COLLECTIVE.COM

MADE WITH *LOVE*