

X | Y

VISUAL CONCEPTS



MISSION

COLLABORATE WITH SHAB & SHAY SAFAR ON PRODUCING A VISUAL PROJECT THAT ALIGNS WITH MODERN DAY STORYTELLING.
BY WORKING SYMBIOTICALLY AND LEVERAGE RESOURCES, STRATEGICALLY ALIGN THE PRODUCED VISUAL WITH A POTENTIAL LUXURY
BRAND TO BE UTILIZED AS CAMPAIGN MATERIAL.

CONCEPT 1

1. "PARALLEL" – A 5-Minute Experimental Fashion Film

A hypnotic, slow-burn exploration of self-image, identity, and control.

Concept:

X & Y exist in a world of shifting symmetry. They begin as one, moving in unison—but as the film progresses, their connection begins to distort. They attempt to synchronize again, but their reflections fracture, dissolve, and reform. The question lingers: **which one is real, and which one is the illusion?**

Structure:

- **Opening Scene:** X & Y sit across one another behind a table in a featureless white space, their bodies lit only by a single overhead light. They move in perfect harmony—mirror images. Their breath syncs.
- **Midpoint:** A flicker—one twin lags behind. The symmetry is off. Mirrors appear around them, but some reflections no longer match reality. The fabric of their garments moves differently, as if one is slightly delayed in time.
- **Finale:** X reaches for Y, but Y vanishes into her own reflection. The camera zooms out to reveal an infinite corridor of disappearing versions of themselves. The screen cuts to black. A whispering voice speaks: **"PARALLEL – The Luxury of Self-Discovery."**

Visual Aesthetic:

- **Black & white with deep shadows.**
- **Architectural, sculptural fashion** (structured silhouettes, fluid movement).
- **Minimalist yet surrealist setting**—mirrors that warp, light that moves unnaturally.
- **Sound design** that builds with whispers and distant echoes, evolving into a deep, resonant hum.

Brand Positioning:

Perfect for a high-concept **fashion house (YSL, Rick Owens, Mugler, Prada)** seeking to position luxury as **an exploration of identity and perception.**

CONCEPT 2

2. "Duality" – A 1-Minute Luxury Brand Visual Campaign

Brand: High-end fashion, fragrance, or jewelry campaign focusing on the power struggle between control and individuality.

Concept:

X & Y move through a mirrored world, caught between synchronization and breaking free. The campaign uses seamless transitions between their movements, but as the video progresses, subtle differences emerge: a flicker of hesitation, a change in posture, a defiant glance.

Structure:

- **Opening Shot:** X & Y appear identical, standing before a reflective monolith in a void-like space.
- **Middle:** They begin moving in sync, but one starts leading instead of following. Control shifts.
- **Ending:** A sudden rupture—one smashes the reflective surface, stepping into an unknown world, leaving the other behind in repetition. The tagline appears:
"Duality: Be More Than a Reflection."

Visual Aesthetic:

- Sleek, hyper-stylized cinematography
- Monochrome palette with gold or silver accents
- Slow-motion shots emphasizing fabric, skin, and eyes
- High-end minimalism with futuristic edge

Theme: Luxury as a form of self-definition, not confinement.

CONCEPT 3A

"ECHO // X&Y"

A high-fashion psychological thriller exploring identity as an illusion.

Brand Positioning:

This campaign is designed for a luxury house that **blends avant-garde aesthetics with deep existential themes**—think **Balenciaga, Prada, Maison Margiela, or Saint Laurent**. It positions luxury as more than just an aesthetic, but as a **philosophy on existence and transformation**.

Concept:

X & Y have always been identical—indistinguishable even to themselves. They exist in a world of mirrored spaces, where identity is fluid, and luxury is defined by control. But when one of them begins to drift out of sync, the illusion fractures.

A mysterious luxury brand invites them to **"ECHO,"** a secret, elite gathering where guests must abandon their old identities and become someone new. But as X & Y participate, they realize that only one of them will leave. The other will cease to exist.

Narrative Structure:

Act 1 – The Arrival

- X & Y enter an **opulent, brutalist luxury compound**—a space that is both sterile and impossibly elegant.
- Guests are dressed in **monochrome, sculptural garments**, each more avant-garde than the next. **Everyone moves in pairs.**
- They are given a single instruction: **"You must always reflect each other. If one of you falters, the other will replace you."**

Act 2 – The Fracture

- A slow tension builds—X & Y are perfectly synchronized at first, but then, **small deviations appear.**
- At a ceremonial dinner, Y **pauses a second too long before sipping her drink.** X notices. The hosts notice. The lights subtly flicker.
- The next day, X wakes up alone. **Y is missing.** But a new "Y" sits in her place at breakfast—**a flawless version of herself, one that doesn't hesitate, doesn't question.**

Act 3 – The Vanishing

- X tries to prove she is the real one—but every mirror, every reflection now **shows only the new Y.**
- As the climax builds, X runs through an endless mirrored corridor, trying to escape.
- She reaches the end—where a luxury fitting room awaits. A mannequin wears **her exact outfit, her exact form.**
- The host appears behind her and whispers: **"Luxury is the art of becoming. And you... have already been replaced."**
- The lights go out. The final frame is **Y stepping forward into the world, alone.** The screen fades to black.

Tagline appears:

"ECHO – The Luxury of Being Seen."

CONCEPT 3B

"VESSEL // X&Y"

A hypnotic meditation on identity as transcendence—where perfect symmetry is not broken, but ascended.

Brand Positioning:

This concept is ideal for a luxury house that embraces **ritual, minimalism, and transcendence**—think **Jil Sander, Bottega Veneta, Prada, Loewe, or The Row**. It presents luxury as **purity, balance, and an elevated state of existence**.

Concept:

X & Y are not two, but one. They move in perfect unity, not because they must, but because they have evolved beyond the need for individuality. In a world obsessed with distinction, they are something more—a singular entity split across two bodies.

The film follows them as they undergo a mysterious initiation, not to break apart, but to dissolve into something **greater than the sum of their parts**.

Narrative Structure:

Act 1 – The Arrival

- X & Y walk into **a vast, white, featureless space**. There are no walls, no boundaries—only infinite light.
- They are dressed in **identical sculptural garments**, their movements slow, deliberate, ceremonial.
- A voice—low, measured, almost divine—whispers:
"Two are one. One becomes many. Prepare the Vessel."

Act 2 – The Ritual

- X & Y perform **a sequence of symmetrical movements**, mirroring each other with **absolute precision**. Their breath syncs. Their pulses align.
- Their garments, originally heavy and structured, **begin to shift—becoming fluid, weightless**.
- As they move, the light subtly **changes temperature**—cool whites shifting into a warm, golden glow. Their outlines **soften, blur—until they become indistinguishable**.
- The voice returns: "**Form is temporary. The Vessel remains.**"

Act 3 – The Transcendence

- X & Y reach a final **moment of stillness**. They close their eyes.
- Their reflections no longer appear—because there is nothing left to reflect.
- In the final shot, we see them **hovering inches above the ground**, weightless, pure, **a single presence split into two perfect forms**.
- The screen fades to white.

Tagline appears:

"VESSEL – The Luxury of Transcendence."

SINO | ART

RESONANCE

A FASHION FILM CONCEPT BY PARSA AFSHARJAVAN



CREATED BY PARSA AFSHARJAVAN; CREATIVE DIRECTOR & OWNER, SINO ART, LLC



MISSION

TO EFFECTIVELY PRODUCE A SHORT FASHION FILM, *“RESONANCE” IN ALIGNMENT* WITH A FASHION HOUSE. IDEAL SCENARIO IS THE PARTNERED BRAND INCORPORATING THE FINAL VISUAL PRODUCT AS A PART OF A DIGITAL/EXPERIENTIAL CAMPAIGN AND COLLECTION PROMO.

NARRATIVE

“X/Y: RESONANCE” VISUAL NARRATIVE NOTES

A **three-part narrative structure** for a fashion campaign short film concept — purpose-built for a forward thinking fashion house (ie. **Valentino or YSL**) — with a clean, hypnotic, and transcendent rhythm.

TITLE: ‘RESONANCE’

Tagline: “*Two forms, One soul. Infinite reflection.*” Or “*Transcendence begins where duality ends*” (tbd)

PART I: DUALITY

Theme: *Unity through Stillness*

- **Visual Tone:** Hyper-minimal. Each frame is visually composed like a painting. Stillness and symmetry as assimilation.
- **Setting:** Single space minimal sanctuaries. X and Y (Shabnam and Shay Safar) move in exact synchronicity — swimming, brushing hair, stepping into clothing, sipping tea like a mirrored diptych in motion. (capturing X & Y’s daily ritualism)
- **Inciting Visual:**

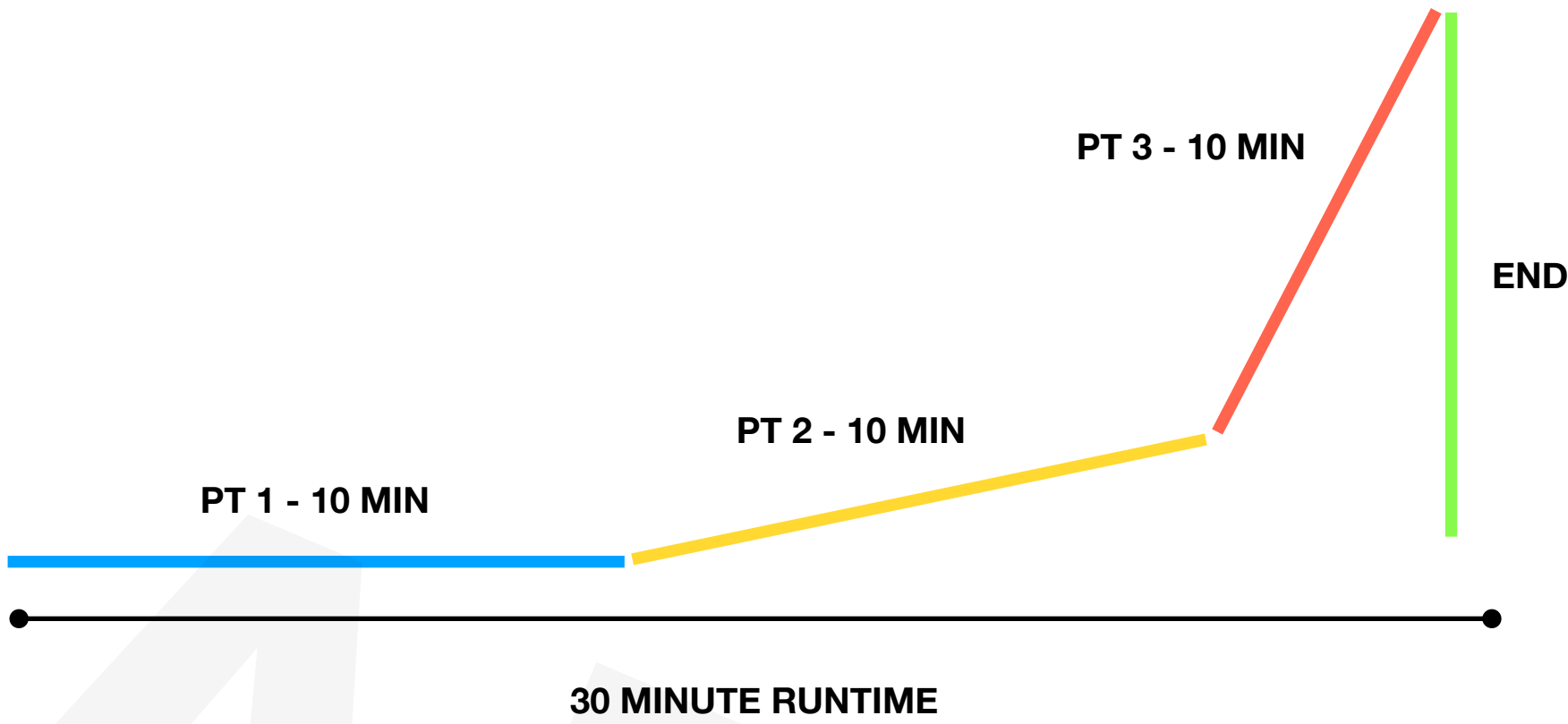
A courier delivers a black box. Inside: a strange red object — riddle-like, weighted, cryptic. When solved, it reveals inside a white card with a minimalist inscription:

- *A single symbol*
- *An address*

● **Final Image:**

X and Y following the ambiguous instruction, they walk in perfect rhythm to the unknown location. The city seems to pause around them. Voiceover (whispered):

“*We are not two, We are an echo of the one.*”



NARRATIVE

PART II: THE EXAMINATION

Theme: *Initiation into Transcendence*

● **Setting:** X & Y arrive at their destination to find a mysterious building. (Option A - a nyc building, door with graffiti on it, looking abandoned/hidden or Option B - a minimal building or structure — stone, glass, shadow. (brand alignment will determine aesthetics). X & Y confidently step towards the door fully accepting the unknown when suddenly it automatically opens.

● **Arrival:** A person named Synchronicity (seen on their name tag) welcomes X & Y. Her presence is magnetic, intentional, oracular. Her attire blends sacred minimalism with futuristic couture. She talks minimally in riddles, they follow.

● **The Viewing Room:**

An empty white spherical or square room with a double sided mirror. Monochrome mirrors blur all sense of orientation, allowing for vibrant styled garments to draw focus. X & Y sit across one another at a stainless steel table. Synchronicity's voice begins to brief them on the following examination process

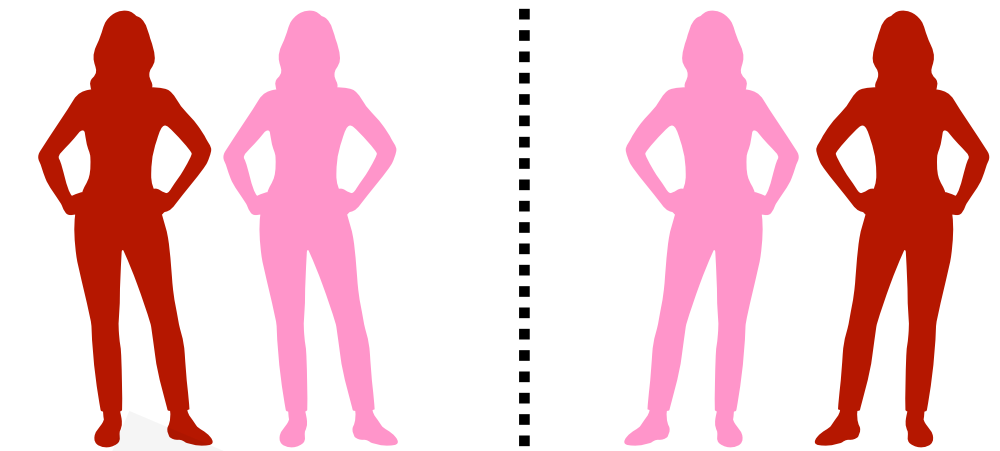
● **The Examinations:**

Abstract trials unfold — movement mirrored in impossible ways, shifts in emotional perception, a visual test of metaphysical unity (treadmill & sound healing) and a lie detector machine (captured in sync) — Their bodies move like liquid geometry. Garments shift between tailored severity and flowing purity — couture as transformation.

● **Final Moment:**

X and Y now stand side by side in front of the double sided mirror, reflecting upon themselves - not knowing who is observing on the other side. Synchronicity makes an announcement through the microphone before the scene cuts to the backside of the mirror revealing that X & Y are observing themselves — and everything vanishes into white.

"You are not here to match. You are here to dissolve."



NARRATIVE

PART III: RESONANCE

Theme: *Ascension through Disappearance*

● **Setting:** A boundless plane. White horizon. No walls. Just space and silence.
(studio cyclorama or light room)

● **Opening:**

X and Y walk into frame toward each other. Their final garments are sculptural, monolithic — silhouettes that mirror each other yet aren't identical. Their movements now feel like breathing — slow, reverent, aware.

● **Climactic Ritual:**

They have an exchange of words then proceed to move in spirals around one another —

a dance, a rite, shedding final garments and identities. In the final motion, they hold hands. The light bends and splits — two shadows merge into one.

● **Visual Transformation:**

Their bodies blur and their faces overlap as they face resonance.

● **Final Image:**

A white screen with text that reads:

"Luxury is not what you wear. It is who you are."

● **End Frame:**

Fashion house logo — simple, clean.

Stylistic Anchors:

● **Music:** Ethereal, ambient tones with deep sub-bass pulses. Suggestive of heartbeat and breath.

● **Typography:** Monospaced serif. Clean. Elegant. Sparse.

● **Visual References:** George Lucas' *THX 1138*, Tarkovsky's *Mirror*, Jonathan Glazer's *Under the Skin*, Kubrick's *2001*, and Valentino/YSL's most minimal campaigns.

Talent:

- X: Shabnam Safarzadeh
- Y: Shay Safarzadeh
- Synchronicity: (TBD)

Production/Filming Locations:

- New York City & Los Angeles (TBD)

Production Crew:

- Creative Director/Director: Parsa Afsharjavan
- Cinematographer: TBD
- Editor: Parsa Afsharjavan
- Colorist: Parsa Afsharjavan
- Stylist: TBD
- Hair & Make-up: TBD

ART DIRECTION (For visual reference only)



PRODUCTION LOGISTICS

CAMERA: Blackmagic PYXIS 6K Cine Cam (10 Day rental + Damage Protection: \$235)

CAMERA MONITOR: Blackmagic PYXIS Monitor Kit (10 Day rental + Damage Protection: \$75)

CAMERA LENS 1: Cannon CN-E 50mm (10 Day rental + Damage Protection: \$321)

CAMERA LENS 2: Canon CN-E 24mm (10 Day rental + Damage Protection: \$321)

CAMERA LENS 3: Canon EF 8-15mm Fisheye (10 Day rental + Damage Protection: \$108)

DRONE OPERATOR or DOLLY: TBD

LIGHTING EQUIPMENT: TBD

AUDIO EQUIPMENT: TBD

FILMING SETTINGS:

Part 1

- Residential setting; interior, powder room, kitchen/dining table (X & Y's home)
- Pool (outdoor & requires drone or dolly for aerial shot)
- City/street walking shots

Part 2

- Location arrival (exterior door)
- The examination/viewing room

Part 3

- Film studio w/ cyclorama wall or light room

FILM LOCATION PERMITTING FEES: TBD (Cost range may vary based on overall production budget)

TALENT FEES: TBD

EXTRAS & PROPS: TBD

SHOT LIST					
INTRO					
- Credits roll with audio overlay - Title logos over red screen, "Resonance"					
SCENE ONE: Residential					
- Symmetric frame of analog clock from 5:54 to 5:55 (wake up) - Iso frame Y close up; "Good Morning X, today will be a beautiful day." - Iso frame X close up; "Good Morning Y, you read my mind." - Aerial view of X & Y swimming in pool - Symmetric frame of X & Y in shower (shoulders & up) - Symmetric frame of X & Y brushing hair - Symmetric frame of X & Y dressing - Stairway/Corridor foundation shots - Symmetric frame of X & Y sipping coffee - Angled frame of X & Y turning heads (at the sound of an unexpected doorbell) - Symmetric frame of door opening revealing box on the ground - Symmetric frame of X & Y sitting at table w/ box in middle - Aerial frame of box being opened - Upward 'pov' frame of X & Y looking into box - Symmetric frame reveal of Red object with vocalized instructions "To solve for the unknown variable in a system of equations, use substitution or elimination. With these methods you will find the values that satisfy all equations in the system" - Center frame view X & Y solve and open box - Aerial view of box contents, a white card with a symbol and an address (1111 Benevolence Ave.) - X & Y exit - Street shots / City Transit	5 garment changes Scene 1: - wake up shot (x & y - chest up) - pool shot (x & y - full body, swim) - hair brushing (x & y - slip chest up) - getting dressed (x & y - full body)	- 50mm - 24mm - 24mm - 24mm/50mm CU - 24mm - 24mm/50mm CU/A - COMBO BOX POV - 24mm - 24mm - 50mm BOX AIR - 24mm on STX - 24mm/FISH BOX POV - 50mm EXIT - 50mm SHWR - Drone			
SCENE TWO: Gallery					
- Arrival at 1111 Benevolence Ave. (Old church) - X & Y step into frame approaching door / sudden open - Synchronicity in center frame; "What is always coming, but never arrives, has a head but never weeps, a bed but never sleeps, and a mouth but never speaks? come, there is much to do." - X & Y sit across each other center frame in a silent gallery - Synchronicity stands before them close up on face; "I am Synchronicity; the silent architect, unseen but felt, Aligning strangers until harmony is dealt. From chaos to clarity, I sculpt the moment when two become one in a trembling sheen. What are we? Let's begin." - X & Y on individual treadmills Center frame (Sync w/ clipboard) - X & Y sound healing Center frame (Sync performing sound healing) - X & Y sit side by side practicing breathwork (3 deep breaths in-sync) - X & Y sit across each other again at table center frame with two capsules on metal trays before them - Synchronicity in center frame close up; "You are not here to match, we are here to dissolve." - X & Y swallow pill at same time - Molecular chemical reaction (quick snippets) - Cut to white screen	5 garment changes Scene 2: - arrival (x & y - full body, same as S1) - sitting subjects (x & y - full body) - treadmill (x & y - full body) - sound healing/breathwork (x & y - full) - sitting subjects (x & y - full body) - Synchronicity (1 look, full body)	- 24mm - 24mm - 24mm STBL - 24mm - 24mm - 50mm CU - 24mm/ 50mm AIR - 24mm TRDML - 24mm/ 50mm SH/BW			
SCENE THREE: Studio					
- Vast white environment (cyclorama), X & Y enter from Left & Right toward each other center frame - Close up isolated center frame X - Close up isolated center frame Y - Interactive 'Dance' Segment between X & Y - Blurred distortion - Facial layering / merging - Fade to White screen - Symmetric frame of analog clock from 5:54 to 5:55 (wake up) - End		1 Garment (avant garde) Scene 3: - resonance (x & y - full body; 1 look)	- 24mm - 24mm/50mm		

Shoot/Location Timeline:
9/30 - Parsa Arrival NYC 12pm (Tillary Hotel Brooklyn) Prep day for equipment

10/1 - Shab & Shay
10:30am Location 1: 64 Degraw St Brooklyn, NY 11231 (11am-3pm rental period)
3:00 Wrap up
3:30 Team Lunch End Day

10/2 - Shab, Shay & Ru
7:30am Location 2: 1139 Bushwick Avenue, Brooklyn, NY 11221 (8am-1pm rental booking) 1:00 Wrap up
1:30 Team Lunch

2:45 Location 3: 1298 Willoughby Ave, Brooklyn, NY 11237 (3pm-6pm rental booking)
6:00pm Wrap up
End Day

Garment Styling:
Scene 1:
- S1 wake up shot (x & y - Silk slip (2 identical))
- S2 pool shot (x & y - Swim (2 identical))
- S1 hair brushing (x & y - Silk slip (repeat look))
- S3 getting dressed (x & y - full body garment (2 identical))

Scene 2:
- S3 arrival (x & y - full body garment (2 identical))
- S4 sitting subjects (x & y - full body (2 juxtaposed garments)
- S5 treadmill (x & y - full body (2 juxtapose garments)
- S6 sound healing/breathwork (x & y - full body (2 juxtaposed garments)
- S4 sitting subjects (x & y - full body (repeat look))
- S7 Synchronicity (1 look, full body Minimal/Futuristic garment)

Scene 3:
- S8 & S9 resonance (x & y - full body; 1 avant garde garment each)

Looks Key: 15 total garments
S1 (x2) Silk Slip
S2 (x2) Swimwear
S3 (x2) Daily vibes (grwm)
S4 (x2) Sitting Subjects
S5 (x2) Treadmill
S6 (x2) Snd healing + Breath wrk
S7 (x1) Synchronicity
S8 (x1) Avant Garde X
S9 (x1) Avant Garde Y