



# NAUTICA KIDS

Look Book Photoshoot  
for a Kidswear Brand

# Nautica Kids Look Book Photoshoot

Base Creative was tasked with creating locally relevant and globally consistent communication for a brand of children's wear.

## Business Strategy

## Brand Strategy

Creative Theme  
Photo Styling

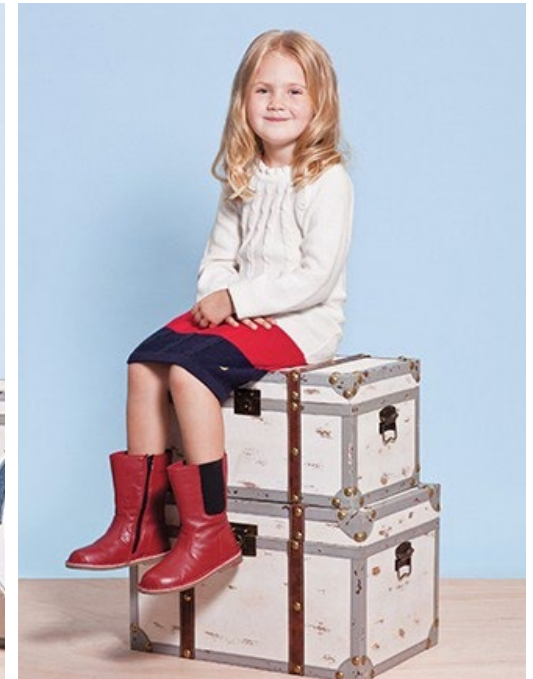
## Design and Touchpoints

Model Photography  
Props Design  
Talent Management  
Photo Retouching

## Digital & Social Media

# Nautica Kids Marketing Promotion

## Creating a Fresh Themed Look for the Brand



As Nautica Kids focuses on the sea as a key theme in its fashion line, we drew on the idea of “voyage” – a universal playful concept appealing to the imagination of children and parents alike – and brought it to life across POS, look book, and marketing communications.

**Scope of Work**   **Business Strategy**

**Brand Strategy**  
Creative Theme  
Photo Styling

**Design and Touchpoints**  
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Props Design  
Talent Management  
Photo Retouching

**Digital & Social Media**

# Nautica Kids Marketing Promotion

## Creating a Fresh Themed Look for the Brand



We helped on a range of photo shooting activities, including casting, props design, storyboard creation, talent management and photo retouching. Each activity involved articulating and reinterpreting the brand strategy and core message so they would engage with Asian customers while remaining true to the brand's fundamentals.

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