

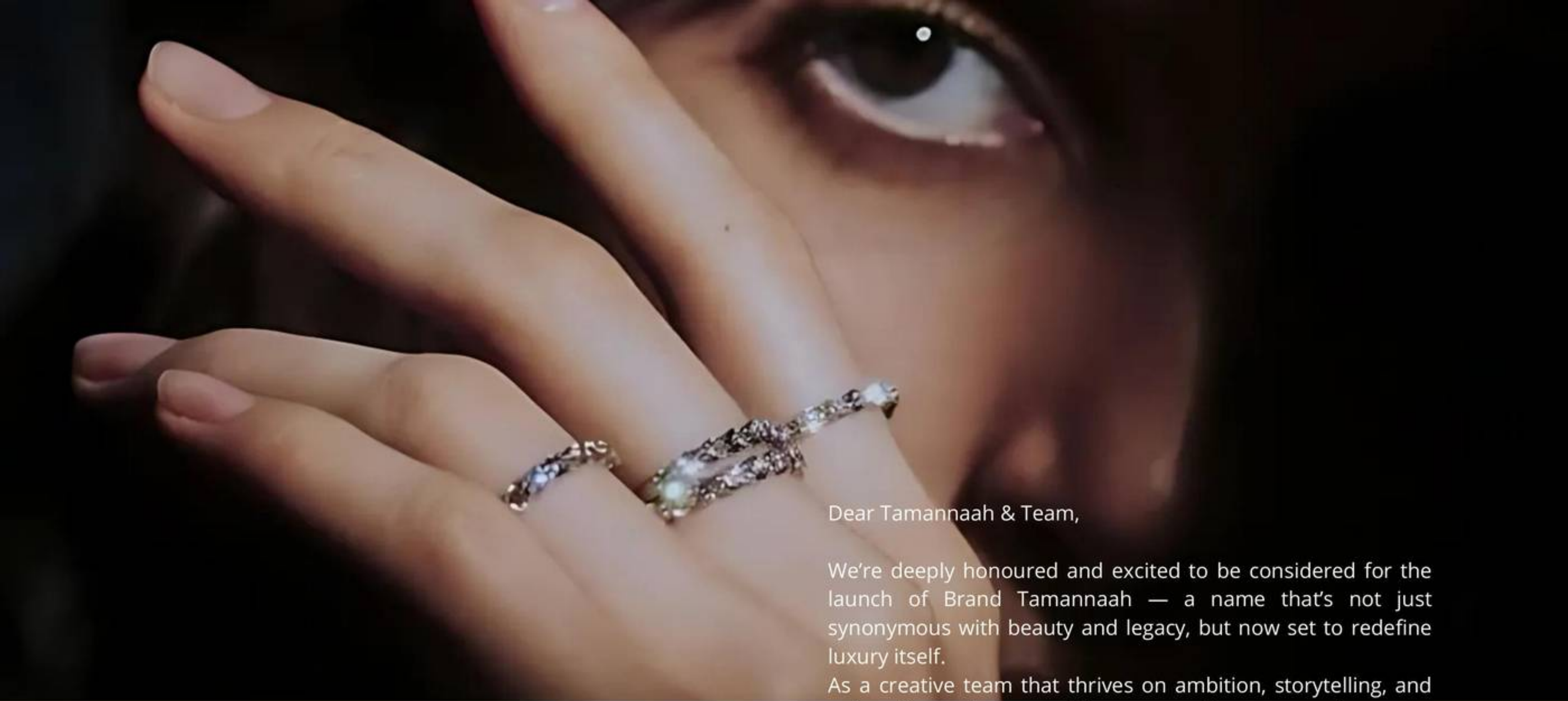
TAMANNAAH

B R A N D L A U N C H

PPM DECK



B Y : I S H A A N N A I R



"We don't just tell stories. We craft cultural statements. We create what others fear."

Dear Tamannaah & Team,

We're deeply honoured and excited to be considered for the launch of Brand Tamannaah — a name that's not just synonymous with beauty and legacy, but now set to redefine luxury itself.

As a creative team that thrives on ambition, storytelling, and cultural impact, we see this as more than a campaign — we see it as the birth of a new era in Indian luxury jewellery.

Team InFrame



OUR VISION

To build not just a jewelry brand, but a cultural symbol of modern Indian luxury — We envision Brand Tamannaah as a celebration of women who lead with elegance and live without limits. Through cinematic storytelling, real-world styling, and disruptive visuals, we aim to create a brand that doesn't just follow fashion — it defines identity. Breaking the clutter of current jewellery advertising .

DELIVERABLES

DAY 1 - Video Day with Tamannaah

1. Spill the T (3- 6secs)

4 x mini teasers

2. Master Assets (25- 30secs)

6 x masters

- Bed
- Pool
- Work
- Vanity / Closet
- Pap moment
- Unwind

3. Cutdowns

3 x cutdowns of each film focusing on 3 categories of jewellery
(Necklace, Earrings, Bracelet/ Ring)

Total:15

4. Stills

5-6 x Banner Images w Tamannaah

1 x D'cut (60 secs)



DELIVERABLES



DAY 2 - Day with Tamannaah - **TBD (waiting on number of products)**

- 1. Tamannaah Speaks** — Brand Philosophy Intercut the brand reference with Day 1 hero footage and Day 2 BTS. A mix of her VO, candid moments, and behind-the-scenes visuals that tie emotion with brand storytelling.
- 2. Model Video** - Stylized cinematic shots highlighting the models and jewellery through fluid, poetic visuals.
- 3. Tamannaah Video** - A visually expressive, mood-driven shots focusing on Tamannaah — elegant product centric approach.
- 4. Print Campaign** - Solo portraits of models and group shots featuring Tamannaah with the models.
- 5. Conversation with Dad** - A heartfelt interview with Tamannaah's father - personal, warm, and real.
- 6. Style Segment** — 3 Ways to Style Tamannaah's Bespoke Necklaces
A concept-driven piece featuring Tamannaah (or possibly Shaleena OR Lipakshi) styling necklaces effortlessly — from workout wear to casual chic to night glam.

The background is a close-up photograph of a woman's face and hand. She is looking down at her hand, which is holding a small object. She is wearing a gold ring with a diamond on her ring finger and a gold chain bracelet on her wrist. The text 'DAY 1' is overlaid in the center of the image.

DAY 1



SPILL THE T



A playful, blink-and-you-miss-it moment where Tamannaah teases the audience across different setups — by the bed, window, vanity, and pool. In each look, she glances into the camera with a mischievous smile, places a finger on her lips, and whispers a soft “shhh...” or a cheeky nod, not to spill the T. It’s flirty, fun, and perfectly in sync with her personality and the brand’s youthful spirit with Tamannaah’s VO in a soft whisper *“Time to spill the T”*



SEQUENTIAL NARRATIVE FLOW

seq 1.

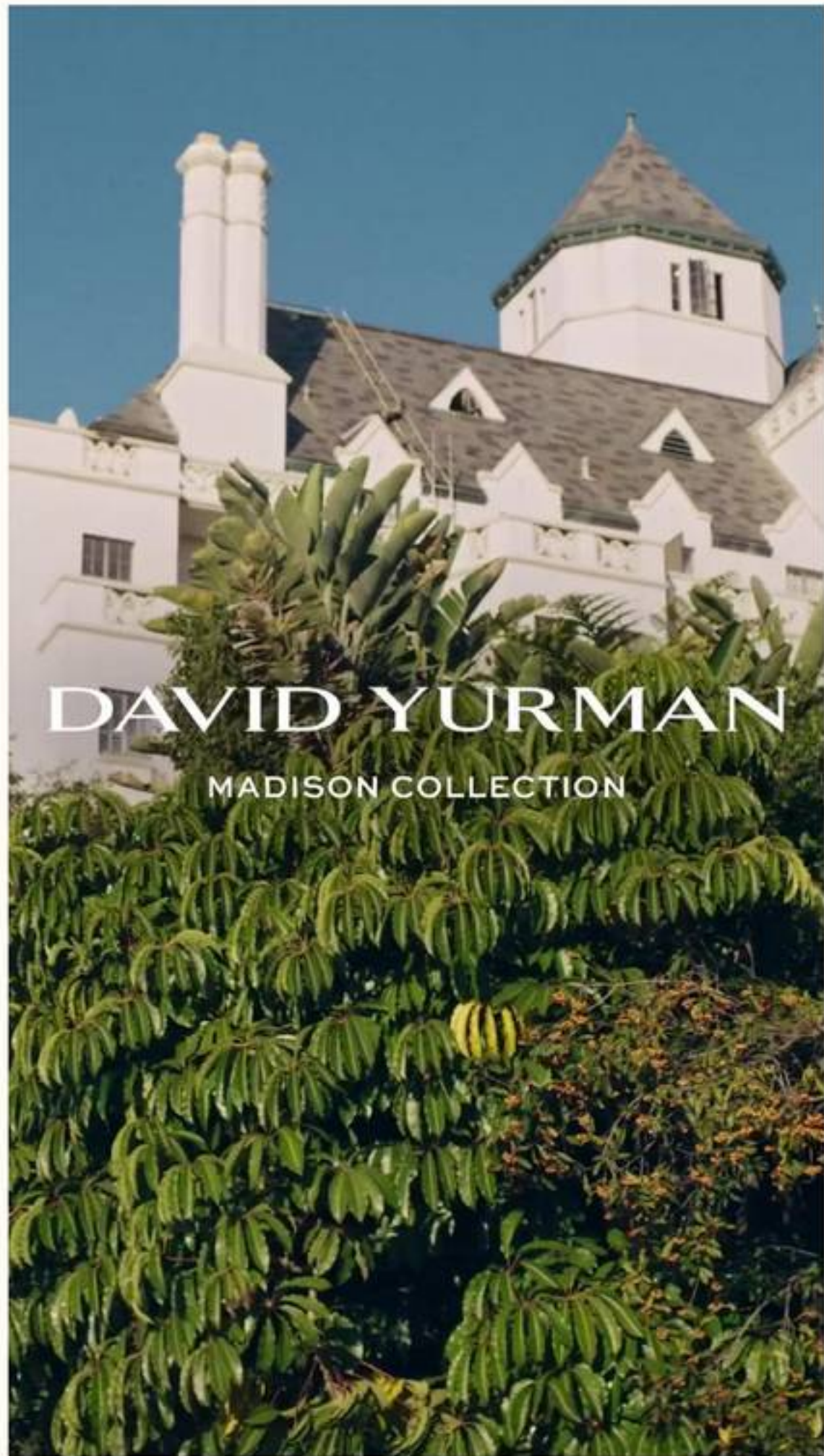
INT. SUITE - MORNING BED & WINDOW

Luxurious bed linen, sunlight streaming in — a thin beam of light runs across to reveal a macro shot of Tamannaah's eyes. Under the soft, diffused light pouring through the hotel window, we see her candid, playful, and real. As she sits up and gazes out the window, there's a quiet, poised moment — lost in thought yet effortlessly chic. The edit blends extreme close-ups and mids with delicate product focus, the light gliding beautifully over our hero jewellery pieces.

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product integration



lighting

seq 2.

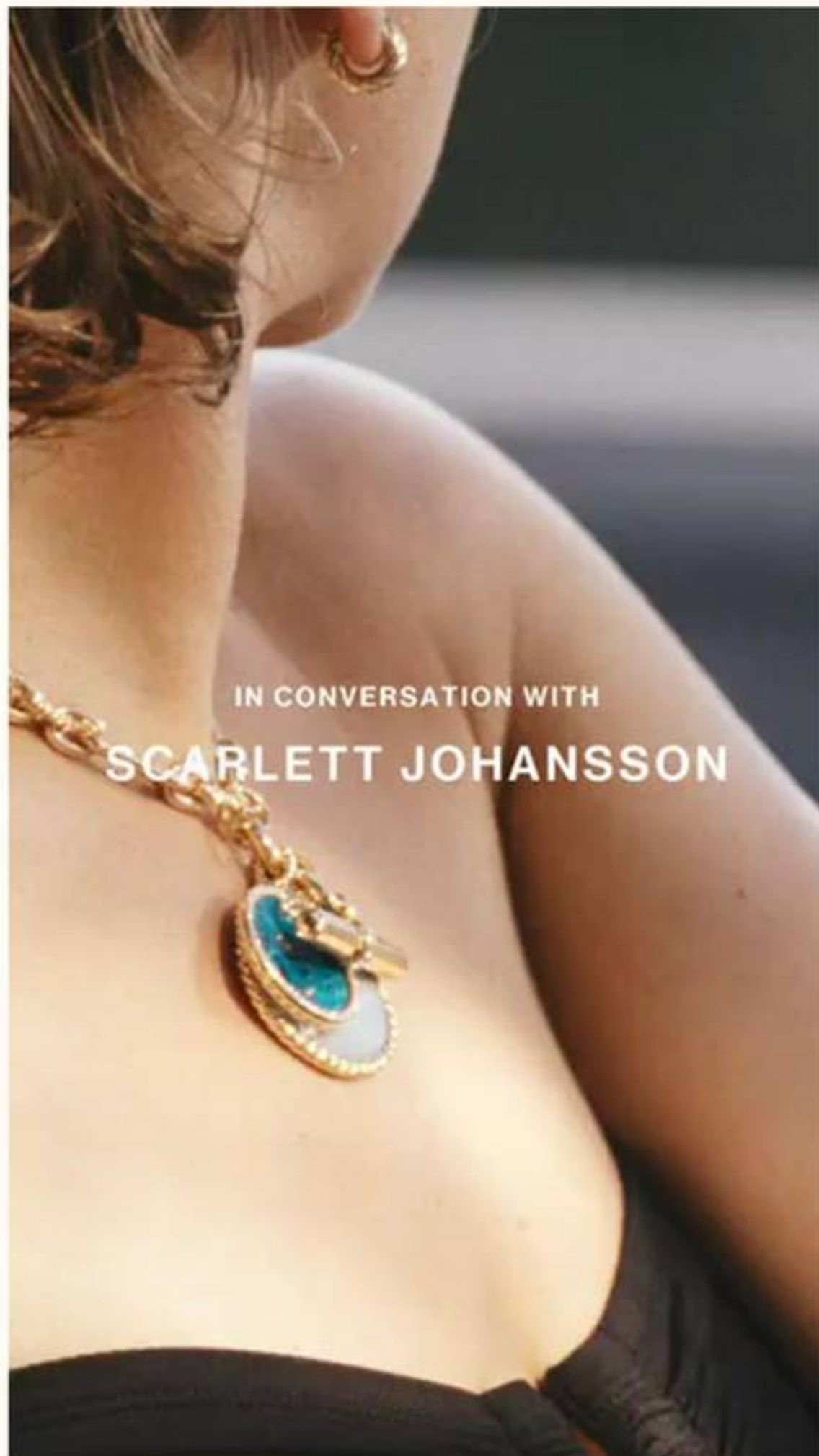
EXT.POOL - day

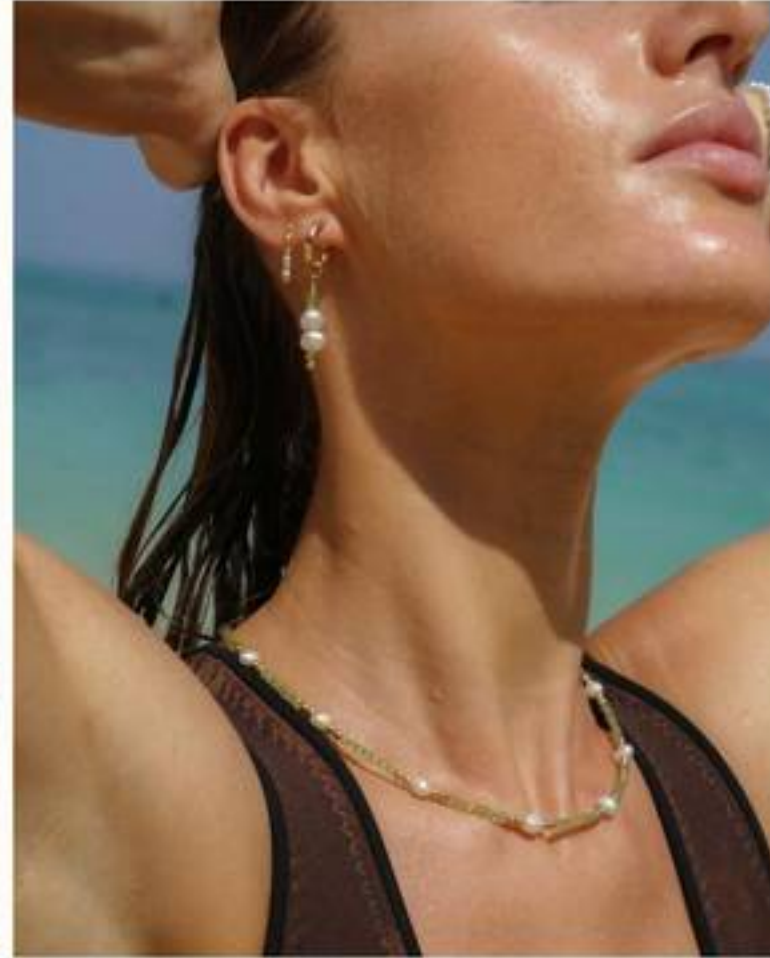
A top angle of an outdoor swimming pool. A close up of the murky ripples that reveal the figure of a woman swimming underwater. She comes up to the surface. Hair wet and slicked back to reveal our hero product. She looks into the camera and smiles. The shot sizes will vary and include macro shots and close ups highlighting the design of the Jewellery.

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product integration



lighting

seq 3.

INT• SUITE - DUSK

Tamannaah, chirpy and full of energy, gets ready for work — slipping on her jewellery, humming to her favourite tune, a playful smile on her face. As she walks down the long hotel hallway, the morning light catches her shimmering earrings. Entering her suite, she pauses by the window, the city skyline reflecting behind her — a quiet moment before her day begins. She settles at her study table, tapping on her iPad and typing away, her rings and bracelets glinting with every movement — effortless, elegant, and in her element.

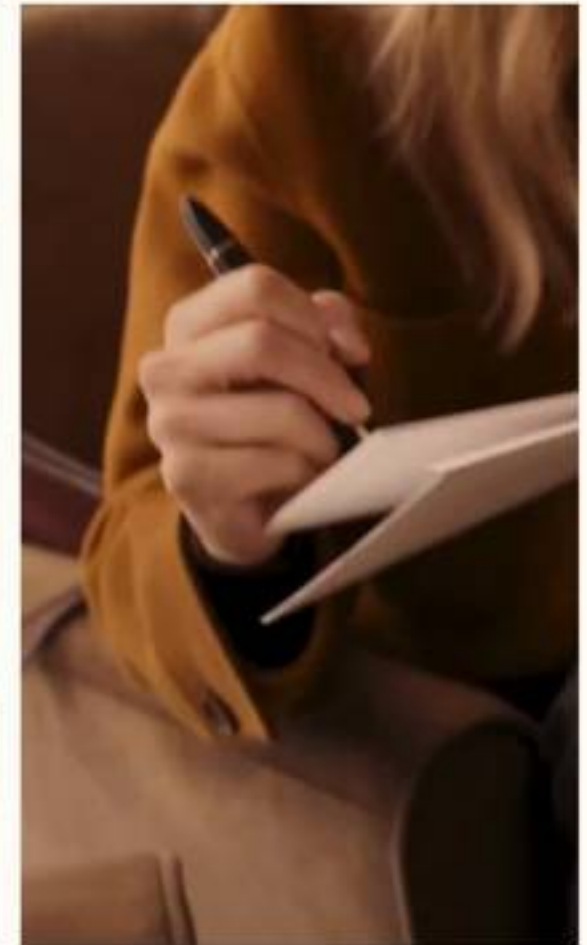
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A playful, spontaneous moment where Tamannaah gets ready for her day — dancing, laughing, and enjoying herself. **A song that echoes the music shes popular for play in the background.** The vibe is fun, candid, and full of life, with organic jewellery integration through her natural movements and gestures.



Tamannaah steps into her work mode but keeps her playful spirit alive. She's confident yet carefree — answering emails, fixing her jewellery, laughing between tasks. It's a blend of charm and control, showing that power can be joyful and effortless.

seq 4.

INT• SUITE - VANITY / WALK IN CLOSET - NIGHT

Tamannaah sits on a luxurious ploof in front of a three paned vanity mirror reflected in all three, she does the final touches of her make up puts on the last of her Jewelry. Gorgeous light bounces off the mirror creating a flare in the camera lens, the camera punch in to an extreme close up of her necklace as the light passes across. She looks at her self in the mirror assertive, content beautiful. She exits the frame.

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TIFFANY & CO.



GRAFF
TILDA'S BOW





product integration



lighting

seq 5.

EXT. HOTEL REVOLVING DOOR PAP MOMENT - NIGHT

Passing reflections in the glass, with flaring lights, we see an abstract image of Tamannaah reflected in the revolving door. We cut to a clear close up of her exiting in slow motion. The paparazzi's lights catching her illuminating her in bursts, the camera punches in to the exquisite diamond necklace, highlighting the glint of every diamond.

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product integration



lighting

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INT. HOTEL ROOM - EVENING

Tamannaah walks into her suite after a long day and orders room service — a moment that's purely hers. She lounges on the bed, laughing, snacking, and scrolling through her phone — playful, carefree, and utterly at ease. It's her unwind time, filled with small, joyful gestures that reflect her real, unfiltered personality, with jewellery subtly catching the soft, ambient light around her.

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product integration



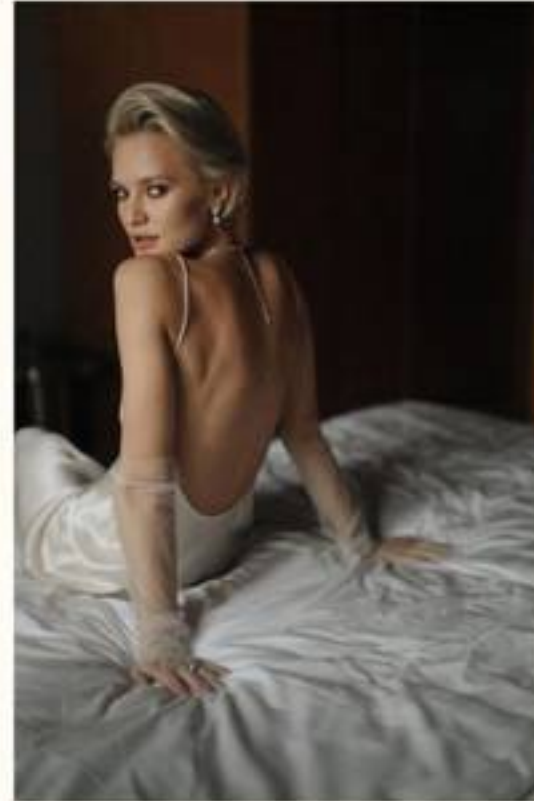
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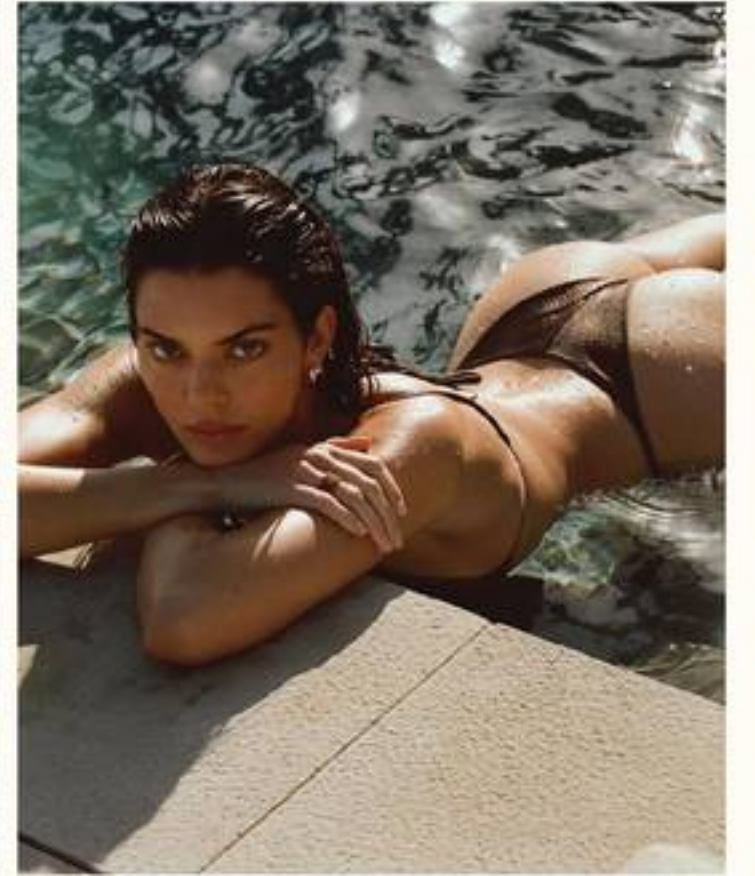


TAMANNAAH'S PRINT ASSET

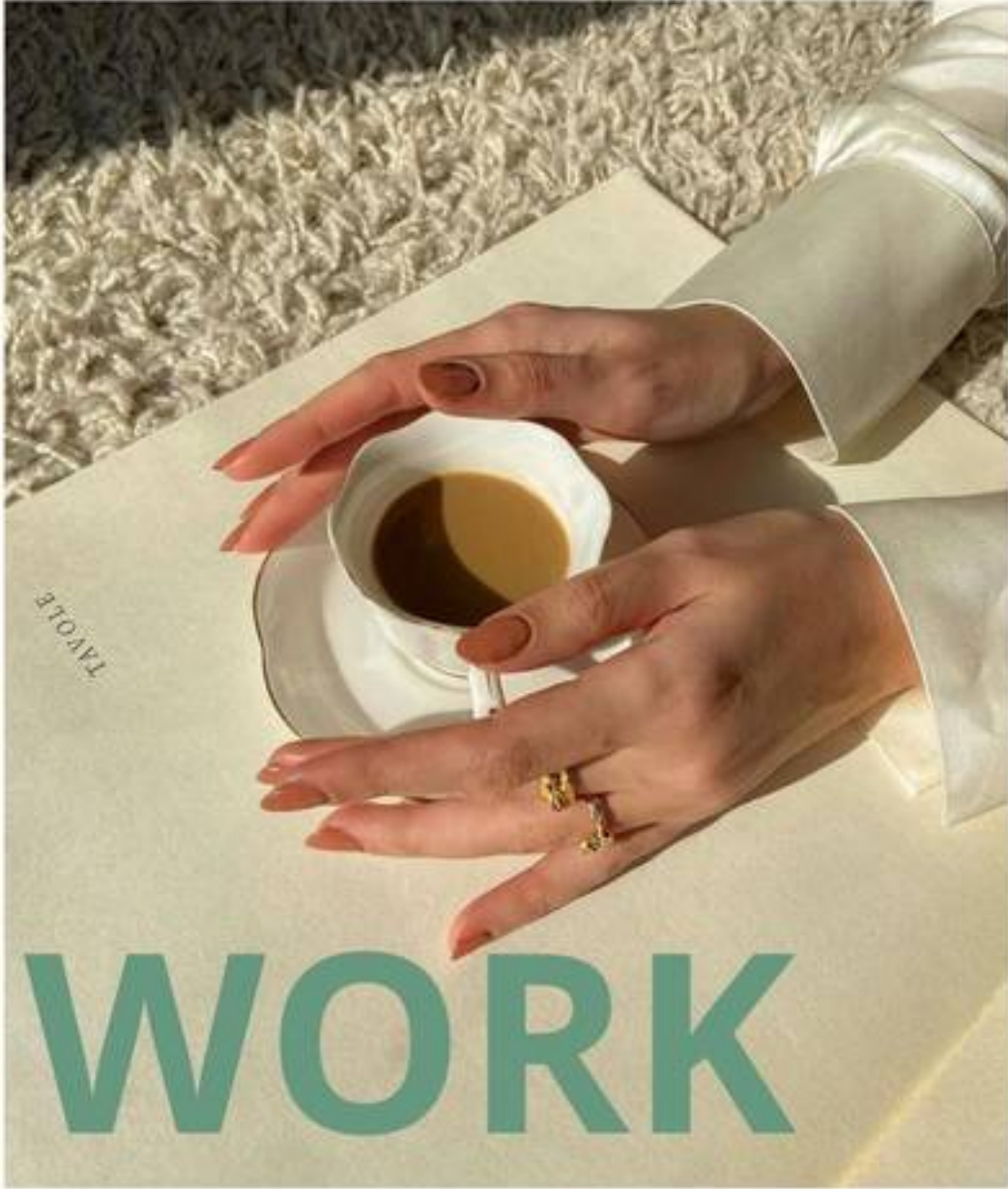


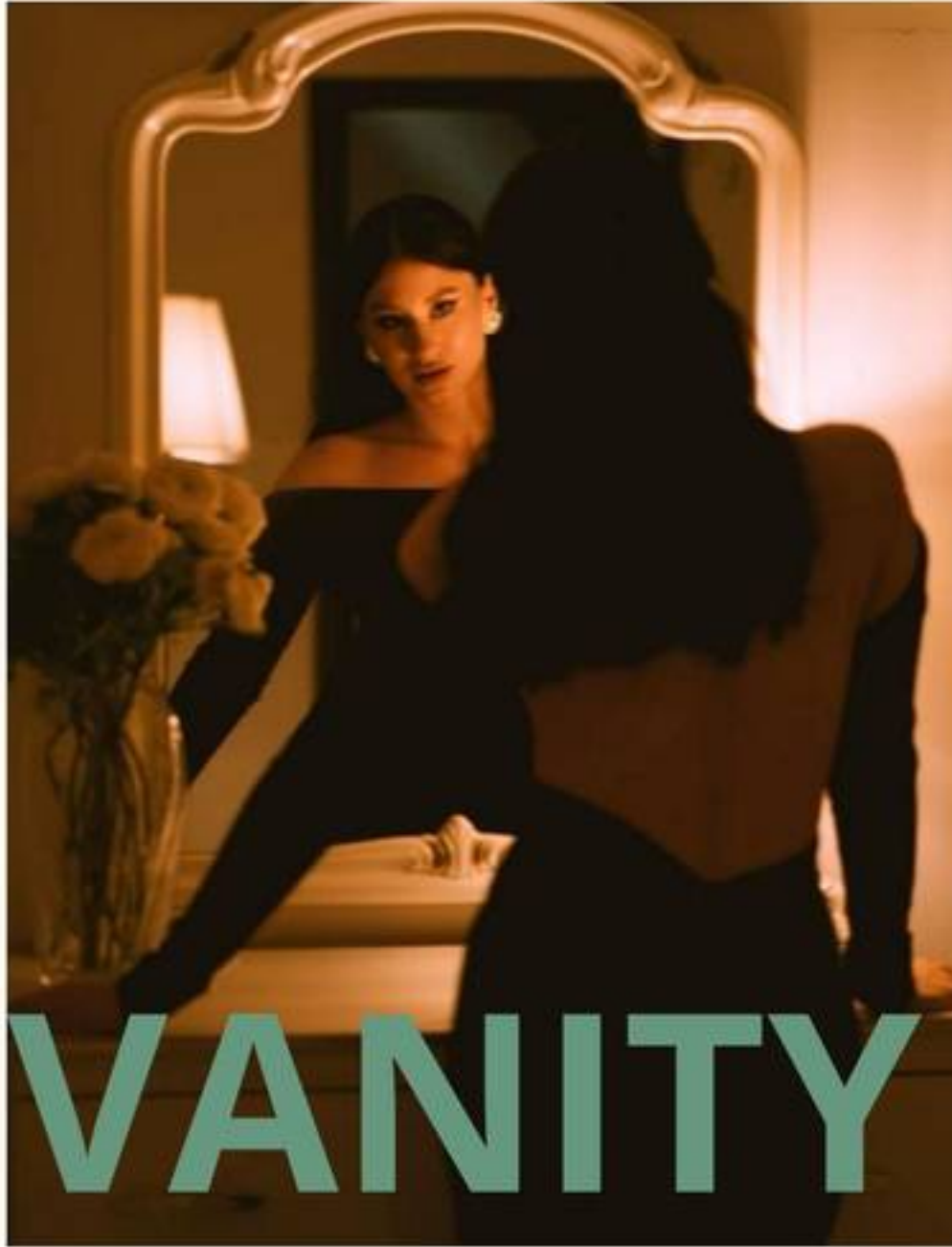
art ref for day 2





POOL







RED CARPET

The background is a close-up photograph of a woman's face and hand. She is looking down at her hand, which is holding a small object. She is wearing a gold ring with a diamond on her ring finger and a gold chain bracelet on her wrist. The text 'DAY 2' is overlaid in the center of the image.

DAY 2

TAMANNAAH SPEAKS

A candid conversation with Tamannaah about the heart of the brand, intercut with BTS moments and select Day 1 visuals.



If you invest in something,
you want it to be special.



ты заплеташь ветер в мои косы

This segment serves as the emotional and philosophical core of the brand film, a candid, personal window into Tamannaah's relationship with her creations. Shot on Day 2, it blends her reflective narration with behind-the-scenes glimpses and evocative visuals from Day 1. The tone is intimate yet aspirational, a balance between elegance and authenticity. We see her not as an actor but as an artist, thoughtful, grounded, and deeply connected to her craft. The aesthetic mirrors the brand's visual language — soft, luminous, and feminine, while the edit rhythmically weaves her spoken word with cinematic fragments that capture the essence of her brand.



MODEL AND TAMANNAH VIDEO





TAMANNAAH & MODEL PRINT SHOOT





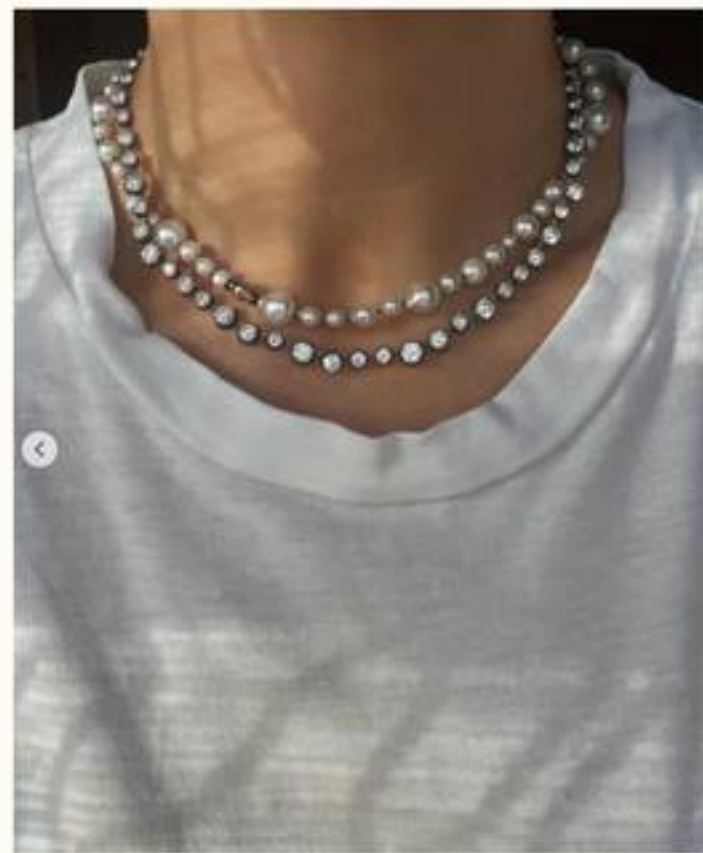
MODEL SHOOT













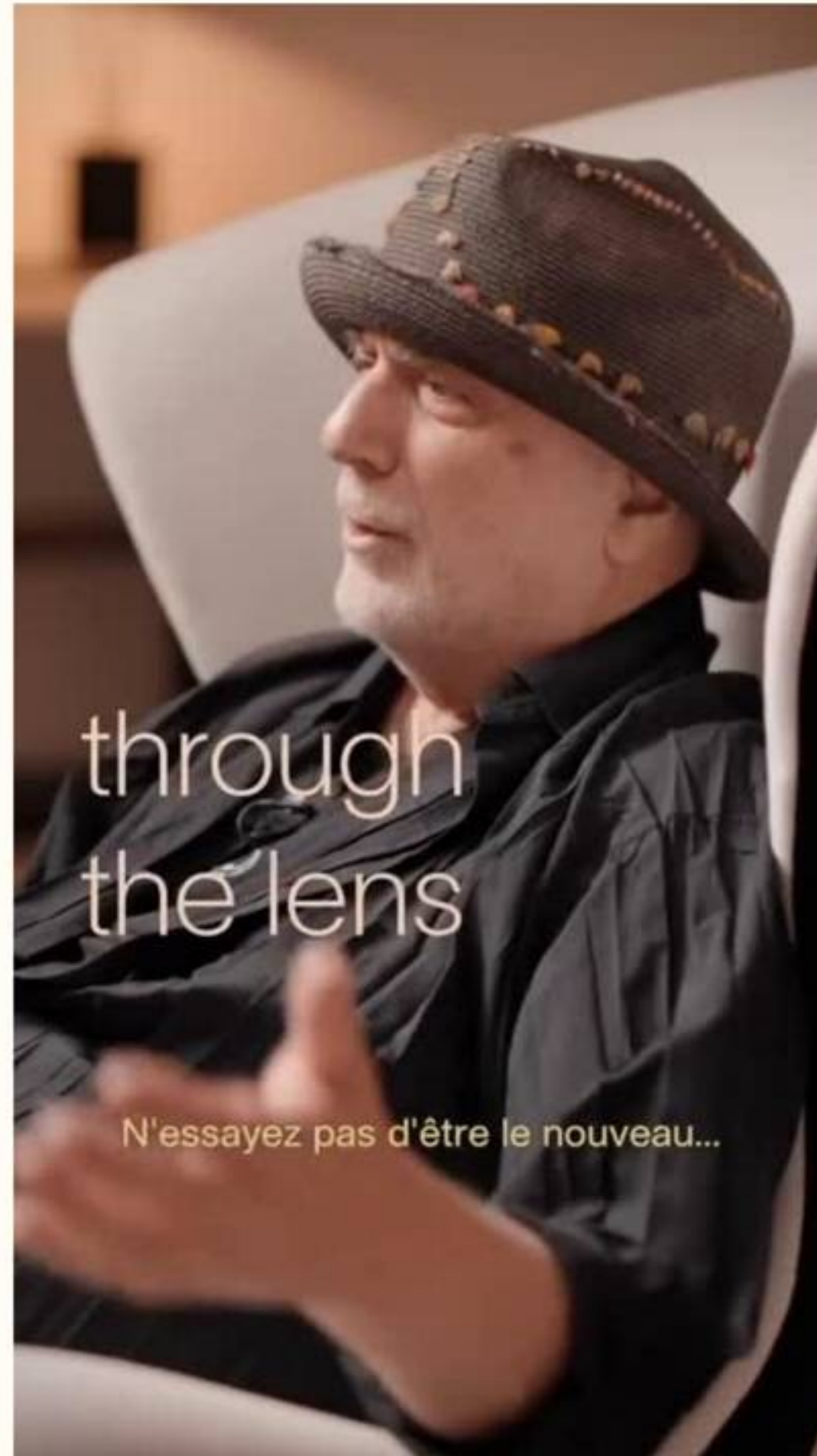
model video references



model still picture references



CONVERSATION WITH DAD



A heartfelt conversation between Tamannaah and her father — her mentor and guiding light in this journey. The interview captures his perspective on her vision, values, and evolution as a creator. Intercut with candid BTS moments of Tamannaah — laughing, working, and interacting on set — the segment feels warm, intimate, and deeply personal, offering a glimpse into the bond that shaped both her and the brand.



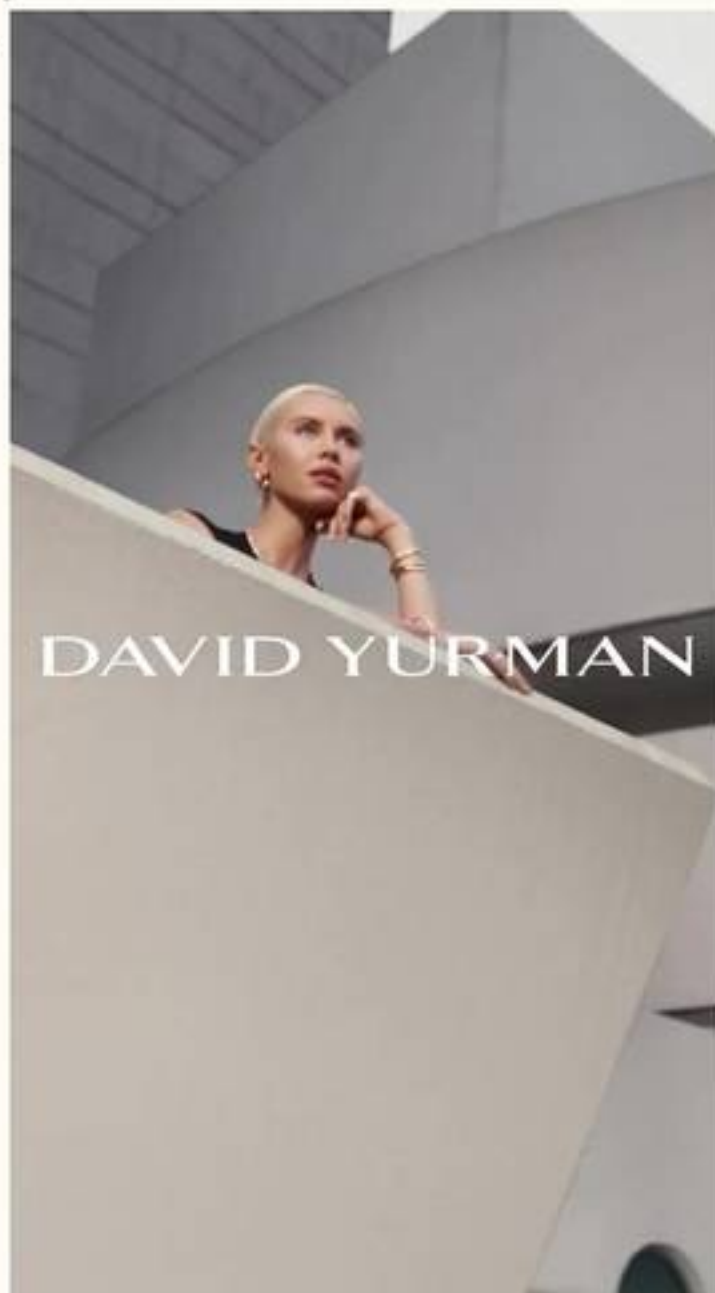
STYLE WITH TAMANNAH



A fun, fashion-forward segment where Tamannaah showcases how to style her jewellery with different looks. Playful, confident, and full of personality — she mixes elegance with ease, offering real, wearable inspiration while letting her signature charm shine through.

INITIAL INSPIRATIONS

FILM/PRINT/SOCIAL



MASTER FILM

"She doesn't need to be seen to be felt."

DAVID YURMAN

INTRODUCING DY MERCER



INFRAME

THANK YOU

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