



UNIQLO

UNIQLO U AIRISM
X JASPRIT BUMRAH

CREATIVES: INFRAME



TREATMENT

UNIQLO is a brand that doesn't need to announce itself. People in a UNIQLO film don't act — they simply are. That's exactly how we want to capture the new face of UNIQLO India, Jasprit Bumrah.

This film is treated in a documentary style. Bumrah goes through his day — quietly, comfortably, without effort, sometimes talking to the camera, making the viewer feel instantly connected to candid moments in the star cricketers life .

At its core, the film looks at consistency beyond the field. For Bumrah, consistency is a habit shaped through repetition, ease, and control in everyday life. We observe him in a minimalist, lived-in space and follow those same rhythms into the world outside, where calm and reliability carry through different moments.

AI Rism is present throughout as a quiet constant — comfortable, effortless, and dependable — reflecting the same consistency Bumrah brings to his craft every day.

NOTE



MASTER SCRIPT

SEQ 1 - EASY, RELAXED COMFORT
INT. MINIMALIST STUDIO APARTMENT - DAY

Soft daylight.

A calm, lived-in space.

Bumrah moves through the room wearing a *U AlRism White OR Blue tshirt* with denims.

He adjusts something on a table, sits casually on the edge of a chair.

He looks to camera. Conversational.

BUMRAH

I never really knew how far I'd go, just focused on what I could do... and kept at it. Being comfortable in yourself...you move better, you think clearer.

He leans back, relaxed. The AlRism T-shirt simply there.

Product Integration: Fabric on the shoulder. Soft drape. Clean texture against the summer light.



INTERCUT - EXT. BALLARD PIER - DAY



An airy summer day, Bumrah strolling along Ballard Pier in his *U AlRism Dark Green tshirt*, sometimes riding a bicycle, sometimes walking beside it. Open skies, breeze, quiet movement.

BUMRAH (VO)

I like feeling relaxed.

That's when things come naturally.

He keeps moving forward, unhurried.

Product Integration: Fabric flowing in the breeze. Colour reading clean in sunlight. Natural drape on the body.

Super: Perfect comfort for summer.

MASTER SCRIPT

SEQ 2—CONSISTENCY

INT. MINIMALIST STUDIO APARTMENT - DAY

Same space. Different moment.

Bumrah stands near a wall in his *U AIRism White OR Blue tshirt with denims*.

A cricket ball in hand.

He gently bowls a yorker at a precise spot.

The ball hits. Comes back.

He catches it cleanly.

BUMRAH

For me, consistency has always mattered more than anything else, even if it means being repetitive.

He rolls the ball once in his palm, making the same move again and again.

Product Integration: Sleeve shifting as he reaches to catch the ball.

Natural drape of the AIRism T-shirt in motion.



MATCH CUT / TRANSITION

The ball leaves his hand -

MATCH CUT—EXT. FARMERS MARKET - DAY

Bumrah catches an apple being tossed to him, from a friendly fruit vendor, across the stall.

He's surprised, amused.

A quick smile between them.

BUMRAH (VO)

That habit stays with you. On the field. And outside it.

Product Integration: As Bumrah bids goodbye to the vendor and walks away, we see folds of the AIRism against the summer light

Super: Reliable AIRism fabric for everyday.



MASTER SCRIPT

SEQ 3 - LIFE BEYOND THE GAME

INT. MINIMALIST STUDIO APARTMENT - DAY

Bumrah stands by a mirror, in his U AIRism Pink tshirt.
He picks up a light linen shirt and throws it on over his AIRism T-shirt.
Easy. Natural.

BUMRAH

I like to keep things fluid, like the pitch, it's always changing.

Product Integration: Pink AIRism T-shirt catching soft daylight. Linen shirt settling over it. Fabric moving as he adjusts the sleeve.

Bumrah takes a last look in the mirror.

BUMRAH

**It's clear that Cricket is my life. But it's not the only part.
I like having people around me.**

A small smile.

CUT TO - AL FRESCO STREET RESTAURANT - EVENING

Bumrah arrives at an outdoor restaurant.
Friends already seated. As he settles in, he slips off the linen shirt he was wearing, spreading it casually over the back of his chair.

BUMRAH (VO)

I play hard. But I live easy.

Warm conversations. Laughter with friends

End Frame: We catch Bumrah in a candid moment laughing with his friends, looking to camera.

U AIRism T-Shirts

UNIQLO LifeWear



SEQUENCE 1



SEQ 1 INTERCUT



SEQUENCE 2



SEQ 2 INTERCUT



SEQUENCE 3



SEQ 3 INTERCUT



END FRAME



UNIQLO U AIRISM

VISUAL REFERENCE

The film lives in a documentary visual language — observational, intimate, and unforced. The camera behaves like a quiet presence, staying close to Bumrah without interrupting him. Movement is handheld but steady, always following rather than leading.

Spaces feel real and lived-in.

The studio apartment is minimal but personal — not styled, not aspirational. Outdoor locations are familiar and everyday, captured as they are, without blocking or crowd control. Nothing feels dressed for camera.

Light is natural and directional.

We rely on daylight wherever possible — soft morning light indoors, open daylight outside, gentle transitions into warmer tones as the day progresses. Light reveals texture and colour subtly, allowing the AIRism fabric to breathe and move naturally on the body.

Framing stays close and human.

Mediums and close-ups dominate — shoulders, sleeves, movement through space. We avoid wide spectacle shots. The focus is always on how the product sits, moves, and lives through real actions.

Performance is understated.

Bumrah is never posed or asked to “perform.” He speaks while moving, pauses naturally, and exists comfortably within the frame. Moments feel captured rather than constructed.

Overall, the visual world is quiet, confident, and honest — reflecting UNIQLO’s belief that the strongest presence comes from restraint, consistency, and everyday function rather than visual noise.

**THANK
YOU**

