

SOFT DAWN.

A softer start.
A moment to reset.

A fictional AURELLE shower gel, introduced through a calm morning character, warm packaging and airy lather animation.

24 SECONDS / PORTRAIT 4K



Make mornings yours.

Story, character styling, timed storyboard, final-render frames, palette, typography, motion and export details.

Creator / SoufianeDERGOUN

01 / STORY AND CHARACTER

Begin the day on your terms.

A familiar character moves from an evening fragrance ritual to a gentler morning.

Brief. Continue the animated AURELLE portfolio series with shower gel, preserving the elegant visual style, character, 4K quality and SoufianeDERGOUN watermark.

AURELLE / FICTIONAL SHOWER GEL CONCEPT

A softer start.



LET THE DAY BEGIN SLOWLY.

SoufianeDERGOUN

The morning character

The returning woman wears a full terracotta robe with cream lapels and a tied belt, holding a folded towel. Jewelry is removed; her dark hair and calm expression preserve recognition.

The emotional arc

A softer start introduces the mood. The pump bottle gives the ritual a product identity. Cupped hands and rising foam make the middle tactile, then the closing frame invites the viewer to make the morning their own.

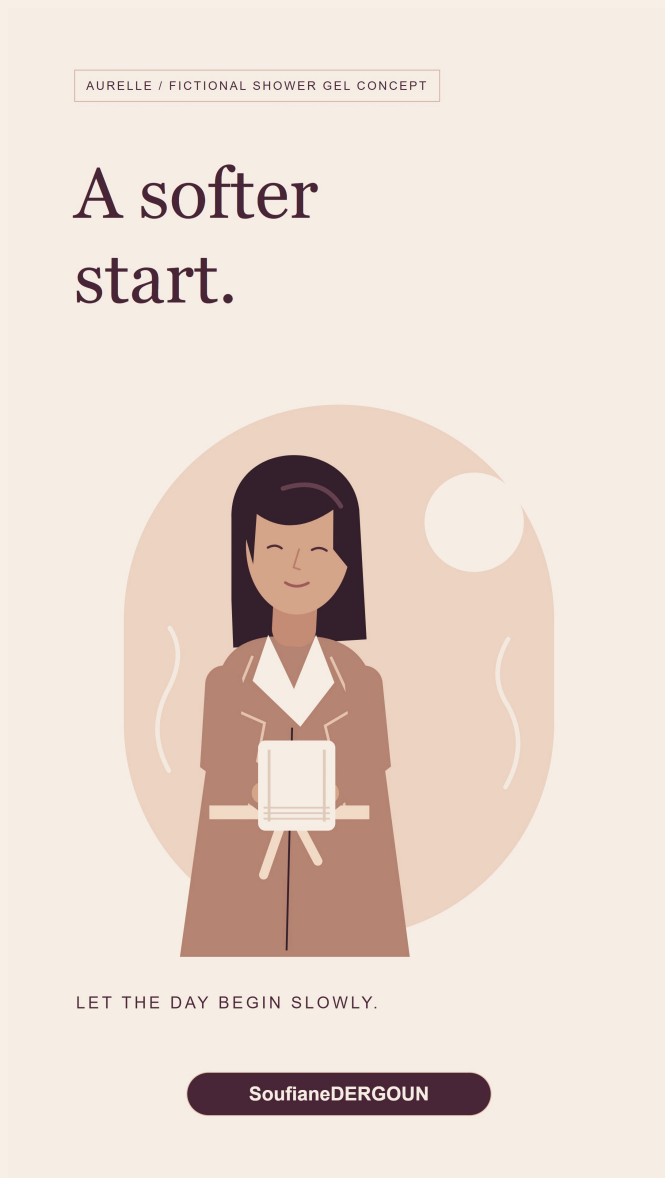
Commercial positioning: a moment of personal care. Soft Dawn is a fictional shower-gel concept, not a real formula or client commission. The film makes no ingredient, clinical or measurable skin-benefit claim.

02 / STORYBOARD: MOOD + PRODUCT

A calm morning, made tangible.

Final frames from the native 4K film.

00:00-00:06 / FRAME AT 3.5s



Set the morning mood

Copy: A softer start.

Steam drifts around an arched bathroom. The robe character gently tilts her head and holds a towel.

00:06-00:12 / FRAME AT 9.5s



Introduce Soft Dawn

Copy: AURELLE / Shower Gel.

The pump bottle rises, floats and rotates. The pump presses and returns; the product name holds.

03 / STORYBOARD: TEXTURE + CLOSE

Lather. Breathe. Begin.

An airy middle scene leads to a composed commercial ending.

00:12-00:18 / FRAME AT 15.5s



Make the ritual tactile

Copy: Lather. Breathe. Begin.

Illustrated hands rise together. Foam grows between them and bubbles lift into the surrounding space.

00:18-00:24 / FRAME AT 21.5s



Leave the product in mind

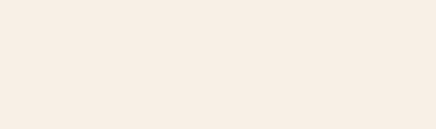
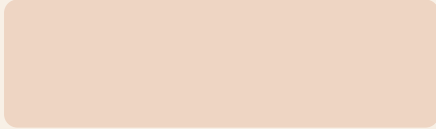
Copy: Make mornings yours.

The bottle settles beside the returning character. Discover your daily ritual holds beneath the pack.

04 / VISUAL IDENTITY

Warm, airy and familiar.

Exact colors from the finished artwork; the established AURELLE identity stays intact.

 Warm cream #F8F0E6 Canvas, towel and label	 Deep plum #4B2837 Identity and final scene	 Rose sand #EED5C3 Soft background fields
 Peach bottle #E1B29B Packaging material	 Brushed gold #D4B084 Pump hardware	 Robe terracotta #B78673 Character clothing
 Pump plum #68434D Pump and edge contrast	 Foam ivory #FFFAF2 Lather highlights	 Warm skin #D7A78B Hands and complexion

Typography and packaging

Georgia Regular: large editorial headlines and the AURELLE wordmark. **Arial:** category text, supporting lines and the creator watermark. Short phrases keep the film readable on a phone.

Packaging: a tall rounded peach bottle, plum pump, gold collar and cream label. The 300 mL designation is part of the fictional product mockup; no formula or ingredient list is supplied.

Character and texture: original jointed vector artwork; soft steam paths, cupped hands, foam shapes and drifting outlined bubbles. Material gradients remain local to the product.

05 / MOTION AND PRODUCTION

A complete 4K portfolio film.

Locally rendered vector animation with music and a permanent creator watermark.

Duration / rate	24.00 seconds / 30 fps / 720 frames
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Resolution	2160 x 3840 px / portrait 9:16
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Video and audio	MP4 / H.264 video + AAC audio
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File size	12.6 MB
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Identity	SoufianeDERGOUN + concept label
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Motion and audio

Four six-second acts overlap with soft half-second fades. Character and towel movements are restrained; the pump bottle has a gentle rise and rotation. Foam grows and bubbles drift at staggered speeds. The existing piano-and-pad music preserves series continuity, with a gentle opening and two-second closing fade. No narration or separate water sounds.

Verification and scope

Composition, runtime and persistent layout checks passed; all 36 sampled text-contrast checks passed. Scene frames were visually reviewed before the native 4K export. Final resolution, duration, frame rate and audio were verified, and report pages were rendered for inspection.

Original vector packaging, character and lather artwork; local fonts; reused original AI-generated music. No image-to-video service or external media upload was used. Soft Dawn is a fictional portfolio concept. Watermarking identifies the creator but cannot prevent copying or screen recording.