

VELVET HOUR.

An evening.
A gesture.
An impression.

AURELLE returns as a fictional eau de parfum, with the same warm editorial identity and an original illustrated character.

24 SECONDS / PORTRAIT 4K



Find your signature.

Story, character design, timed storyboard, final frames, color palette, typography, motion and delivery details.

Creator / SoufianeDERGOUN

01 / CREATIVE DIRECTION

Same elegance. More personality.

The fragrance becomes part of a person's evening, rather than an isolated object.

Brief. Move the product series from skincare to perfume, preserve the existing visual style and add character. Deliver a high-resolution animated commercial with the creator watermark and a matching visual report.

Concept. A woman is getting ready to go out. A small perfume ritual becomes her finishing touch. The product reveal gives the fictional fragrance a name and an identity; the closing image leaves the viewer with an invitation.

01

PREPARE

The evening is yours. A poised character sets the emotional context.

02

PERSONALIZE

Velvet Hour is revealed. A wrist-spray gesture connects the bottle with a human ritual.

03

REMEMBER

Leave an impression. The bottle takes focus as the character recedes into the doorway.

The invitation

Find your signature.

This is a fictional portfolio advertisement. No scent-note formula, wear time, ingredient or real-client claim is made.

02 / CHARACTER DESIGN

A person behind the ritual.

An original illustrated adult woman, designed within the existing brand palette.

AURELLE / FICTIONAL FRAGRANCE CONCEPT

A quiet gesture.
A little intrigue.



THE FINISHING TOUCH.

SoufianeDERGOUN

Distinctive silhouette

Dark hair, gold hoop earrings, a plum tailored jacket and cream lapels. The shapes stay simple enough to read on a phone while giving the character a clear personality.

Restrained performance

The head tilts, arms settle, the wrist lifts and the index finger presses the atomizer. A brief illustrated mist gives the gesture a visible result.

Product relationship

The small bottle stays connected to the hand. The larger hero bottle carries the detailed label and packaging identity in the reveal and closing scenes.

Animation method: original SVG artwork with separate head, wrist, spray arm and finger groups. Deterministic keyframes control the performance. The closing figure makes a subtle turn and recedes; it is not a full walking cycle.

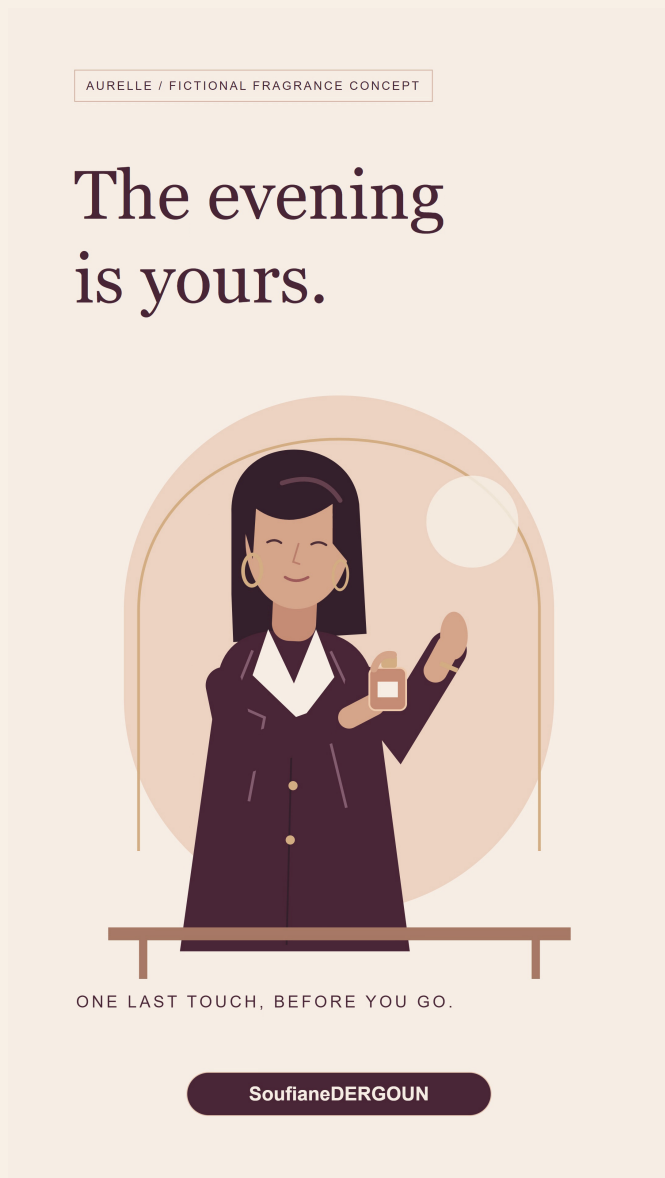
The installed character-motion example was inspected as a reference. Its Lottie artwork is not used in the finished film.

03 / STORYBOARD: OPENING + REVEAL

Set the scene. Reveal the scent.

Frames are taken directly from the finished 4K export.

00:00-00:06 / FRAME AT 3.8s



Getting ready

Copy: The evening is yours.

Arched dressing-room setting. The character settles her head and arms into a quiet opening pose.

00:06-00:12 / FRAME AT 8.5s



The fragrance reveal

Copy: Velvet Hour.

Amber bottle rises, rotates and floats. The plum cap lifts to reveal a gold atomizer.

04 / STORYBOARD: GESTURE + CLOSE

A gesture worth remembering.

The character and the product share the story; the final frame gives the bottle priority.

00:12-00:18 / FRAME AT 14.4s



The finishing touch

Copy: A quiet gesture. A little intrigue.

Wrist and spray arm reach their marks. The finger presses; a short fan of mist appears.

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



The closing impression

Copy: Leave an impression.

Hero bottle floats before the doorway. A smaller character turns and recedes; the CTA holds.

05 / VISUAL IDENTITY

An evening in cream and plum.

The skincare film's visual family carries through, with warmer amber glass.

Warm cream

#F8F0E6

Light scenes and label

Deep plum

#4B2837

Identity and tailoring

Rose sand

#EED5C3

Arches and backgrounds

Amber glass

#DDA487

Perfume bottle

Brushed gold

#D4B084

Jewelry and hardware

Muted plum

#68434D

Cap contrast

Hair ink

#35222D

Character silhouette

Warm skin

#D7A78B

Character complexion

Doorway rose

#795561

Closing depth

Typography and product

Georgia Regular: elegant headlines and AURELLE wordmark. **Arial:** supporting text and watermark. The composition is authored on a 720 x 1280 canvas and rendered natively at three times that resolution.

Packaging: a rounded rectangular amber bottle, cream label, plum cap and gold collar. Velvet Hour and a hypothetical 50 mL label give the fictional product a complete visual identity.

Continuity: arched spaces, restrained gradients, quiet product drift, serif display copy and the persistent SoufianeDERGOUN mark link this film to the skincare commercial.

06 / PRODUCTION AND DELIVERY

Made for a clear 4K finish.

A local vector render, with music and creator identification throughout.

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	13.5 MB
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Identification	SoufianeDERGOUN + fictional-concept label
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Motion and sound

Four six-second acts use overlapping half-second fades. Product drift alternates with character gestures, so motion follows the story. The existing AI-generated piano-and-pad soundtrack maintains series continuity, with a gentle opening and two-second closing fade. No voiceover or separate spray sound was added.

Verification and provenance

Composition, runtime and persistent layout checks passed; 35 sampled text-contrast checks passed. Scene frames and report pages were visually reviewed. The cap was given a lighter plum edge for visibility against the final background. Resolution, duration, frame rate and audio were verified.

Character and packaging are original vector artwork. Local fonts and the existing music are used; no image-to-video service or external asset upload was needed. AURELLE Velvet Hour is a fictional concept, with no name clearance claimed. Watermarking identifies the creator but cannot prevent copying.