

By Catherine Jacobi

TG

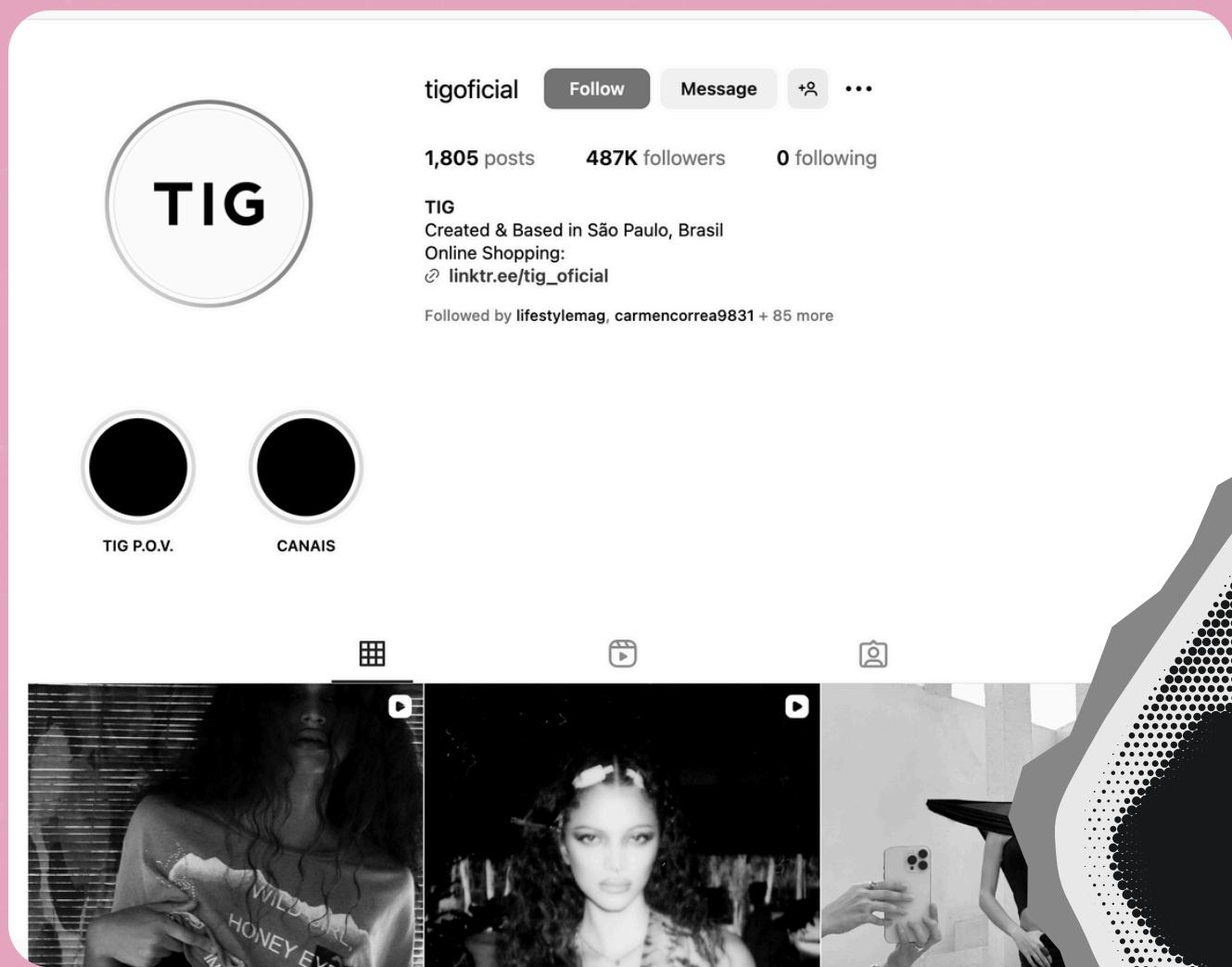
Good Kitty + Bad Kitty

Inside Fashion Styling





the it. girl



INTRODUCTION

ABOUT TIG

TIG is a contemporary Brazilian fashion brand, created and based in São Paulo. Its founders, Renata Figueiredo & Adriana de Mauro, started the label in 2003 and 100% of the creation and confection process is in Brazil.





The campaign explores the tension between purity and rebellion: the light girl and dark girl, coexisting within the same city, the same brand, the same night. Inspired by early 2000s dual-girl imagery (Heavenly vs. Hellish fragrance ads, or Juicy Couture), Good Kitty / Bad Kitty brings a nostalgic edgy Baby Phat to TIG's feminine aesthetic. Set against the electric backdrop of New York City, the campaign plays with Brazilian sensuality filtered through downtown grunge glamour: the angel wears lace and kitten prints, the devil wears mesh and black.

TARGET AUDIENCE



GEN Z & YOUNG MILLENNIALS



FOLLOWERS OF BRANDS LIKE HEAVEN BY MARC JACOBS, MIAOU, DOLLS KILL (2017 ERA)



NYC & GLOBAL FASHION LOVERS, DOWNTOWN NIGHTLIFE CROWD

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TG Good Kitty

- **Outfit:** The pink kitten slip with lace trim
- **Styling:**
 - White kitten heels
 - Glossy lips, dewy skin, baby-pink eyeshadow
 - Hair slightly tousled, a halo-like glow
 - Pink fur coat
- **Setting:** Bathed in warm flash, maybe laying in bed or near a glowing streetlight
- **Mood:** Soft, naive, but knowing, sweetness that's a little dangerous



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TIG Good Kitty

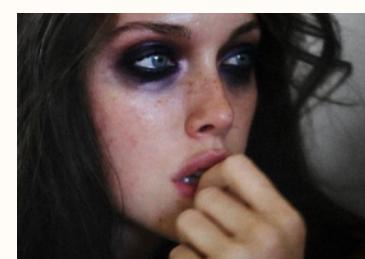
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TG Bad Kitty

- **Outfit:** Sheer black harem pants + cat print tee
- **Styling:**
 - Messy hair, smudged eyeliner, matte skin
 - Chunky shoes
 - Statement jewelry – chains, crosses, chokers
- **Setting:** Neon lights, messy bedroom
- **Mood:** Defiant, seductive, unapologetic, rebellious



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TIG Bad Kitty

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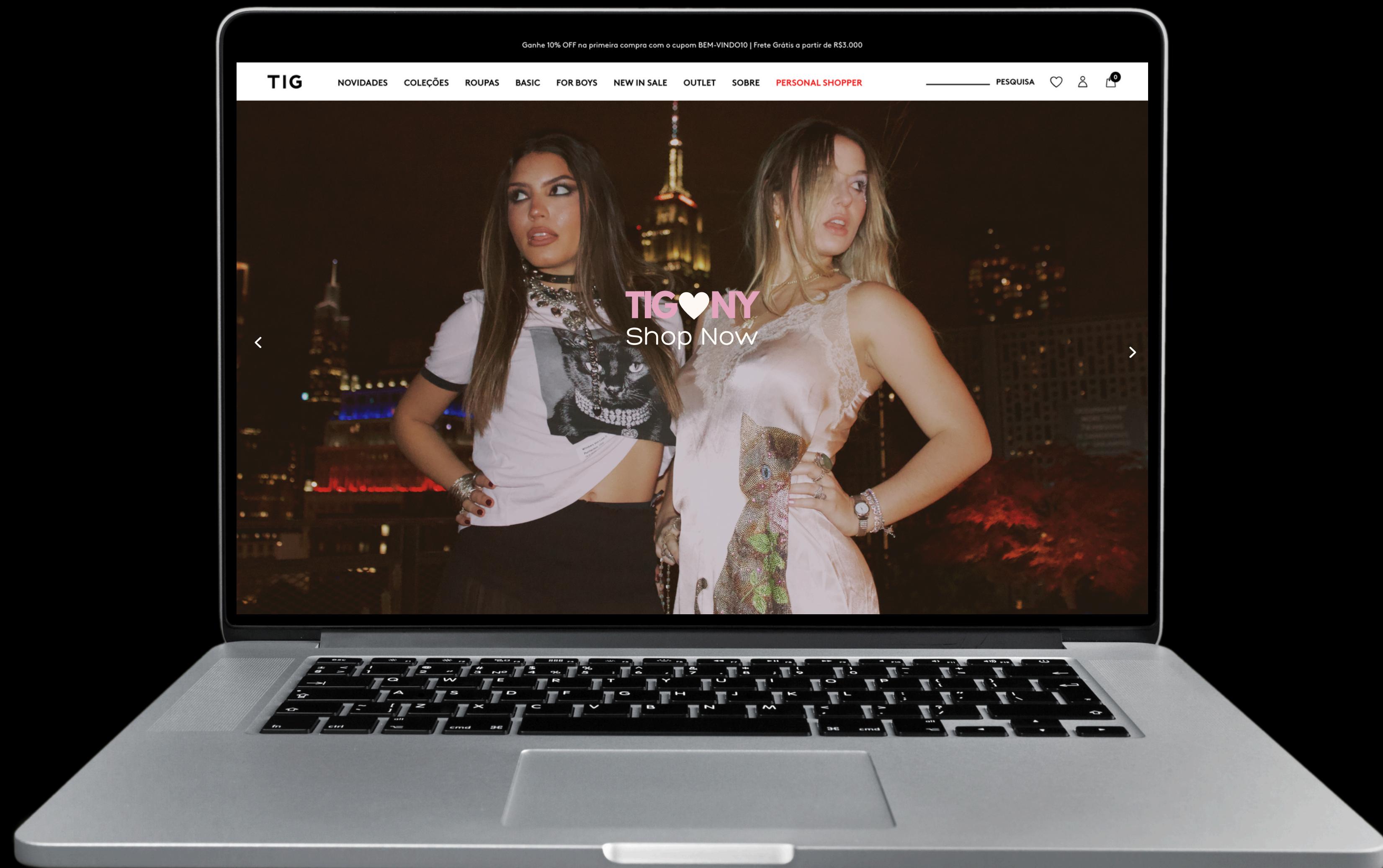
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TG Visual Direction

- **Photographic style:** Flash-heavy, slightly overexposed, Y2K paparazzi aesthetic
- **Lighting:** Opposing tones – soft white light for the angel, harsh tungsten or blue neon for the devil
- **Composition:** Twin imagery – side-by-side portraits, mirrored poses, or an overlapping exposure that makes them look like two sides of one person
- **Texture contrast:** Silk vs. mesh, lace vs. transparency, innocence vs. exhibition



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TIG

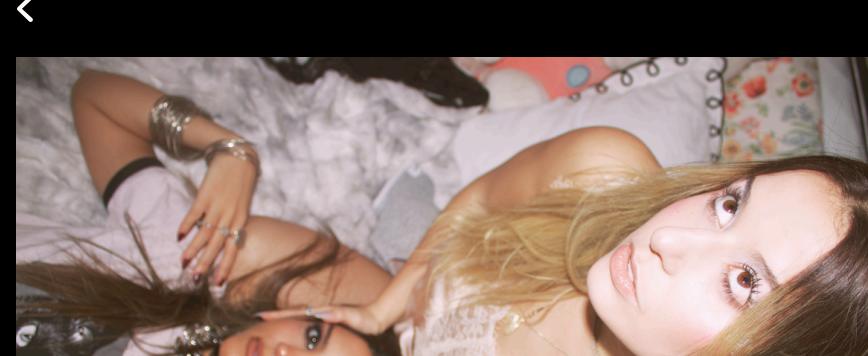
NOVIDADES COLEÇÕES ROUPAS BASIC FOR BOYS NEW IN SALE OUTLET SOBRE PERSONAL SHOPPER

PESQUISA

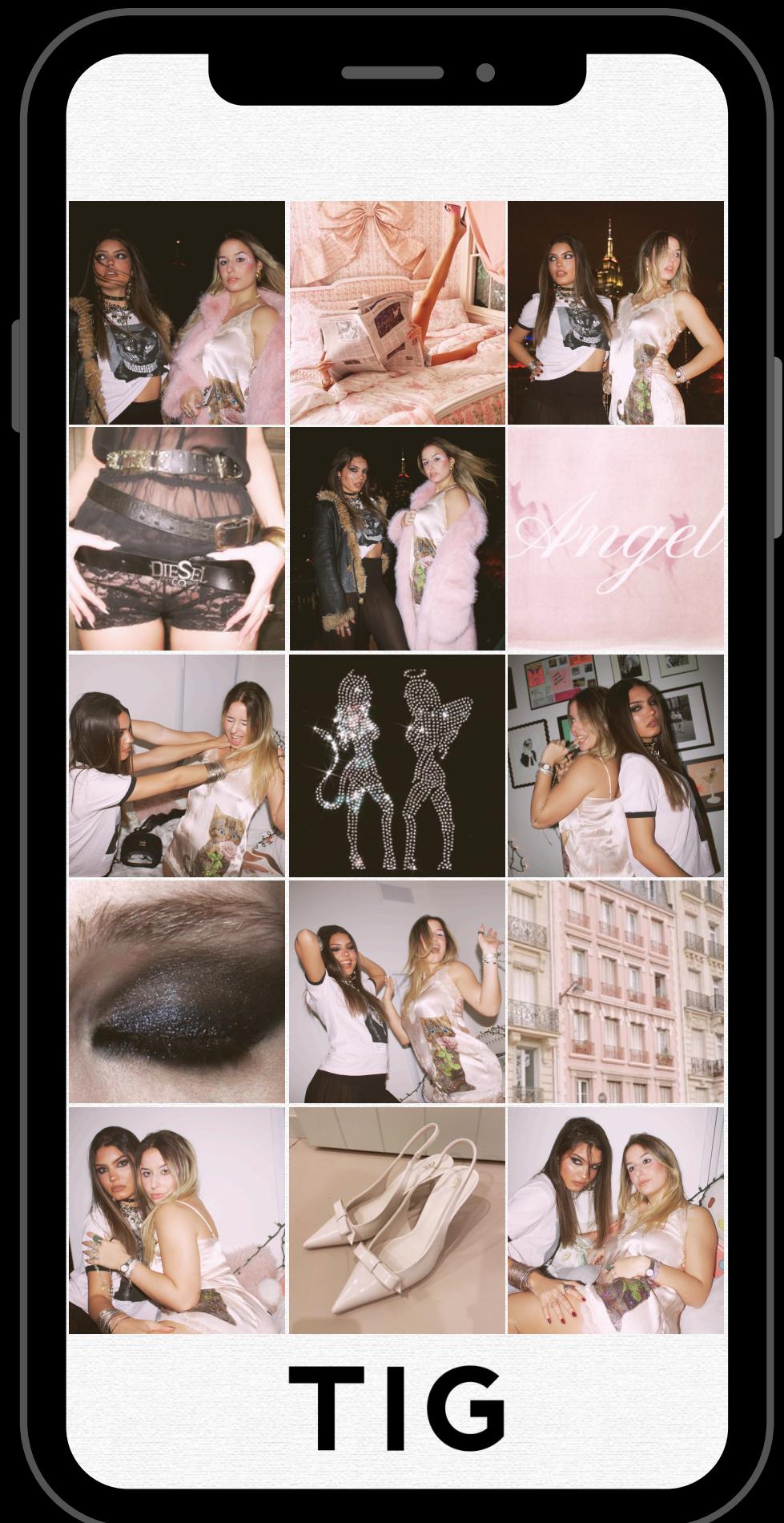


TIG[♥]NY

Good Kitty + Bad Kitty



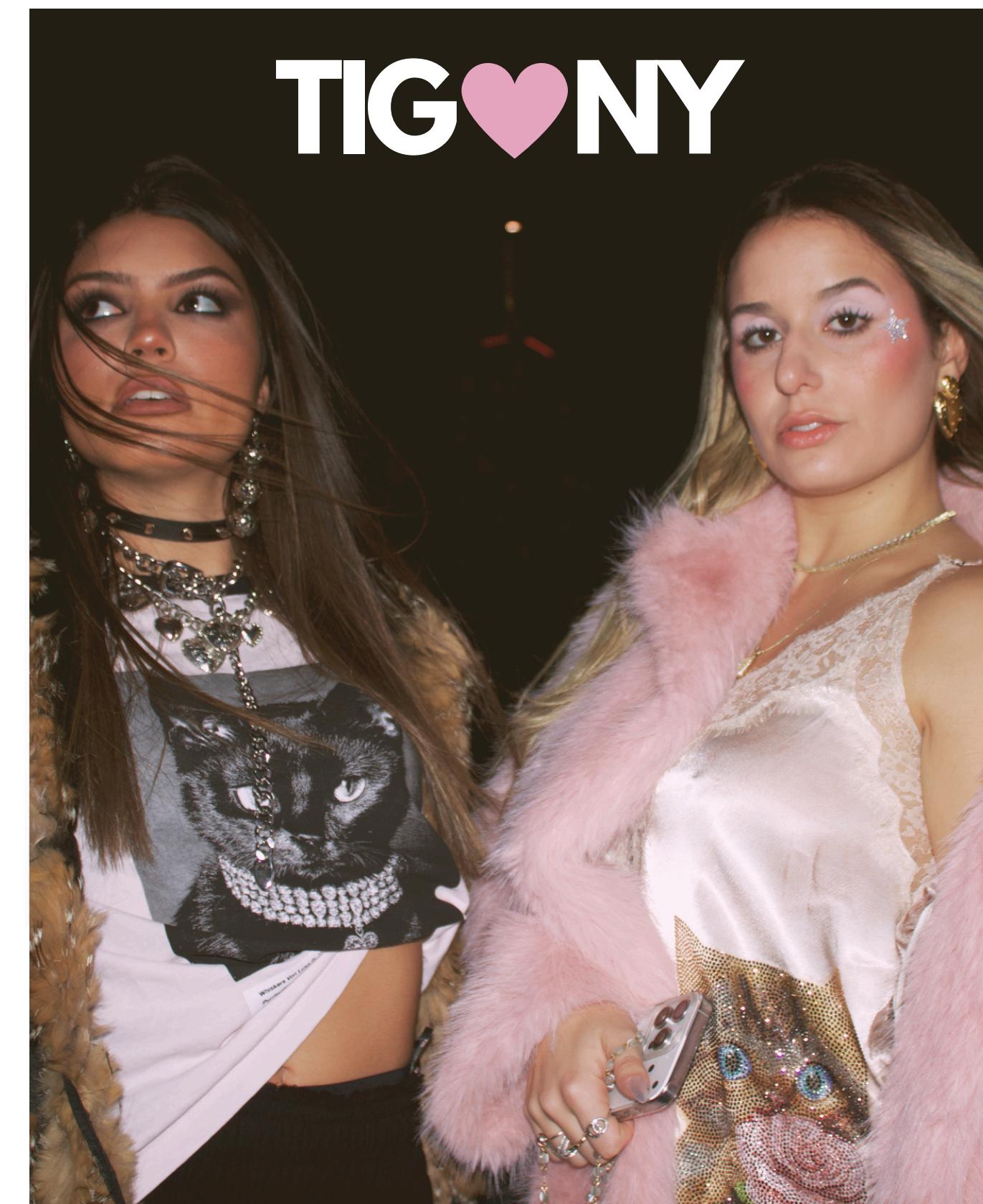
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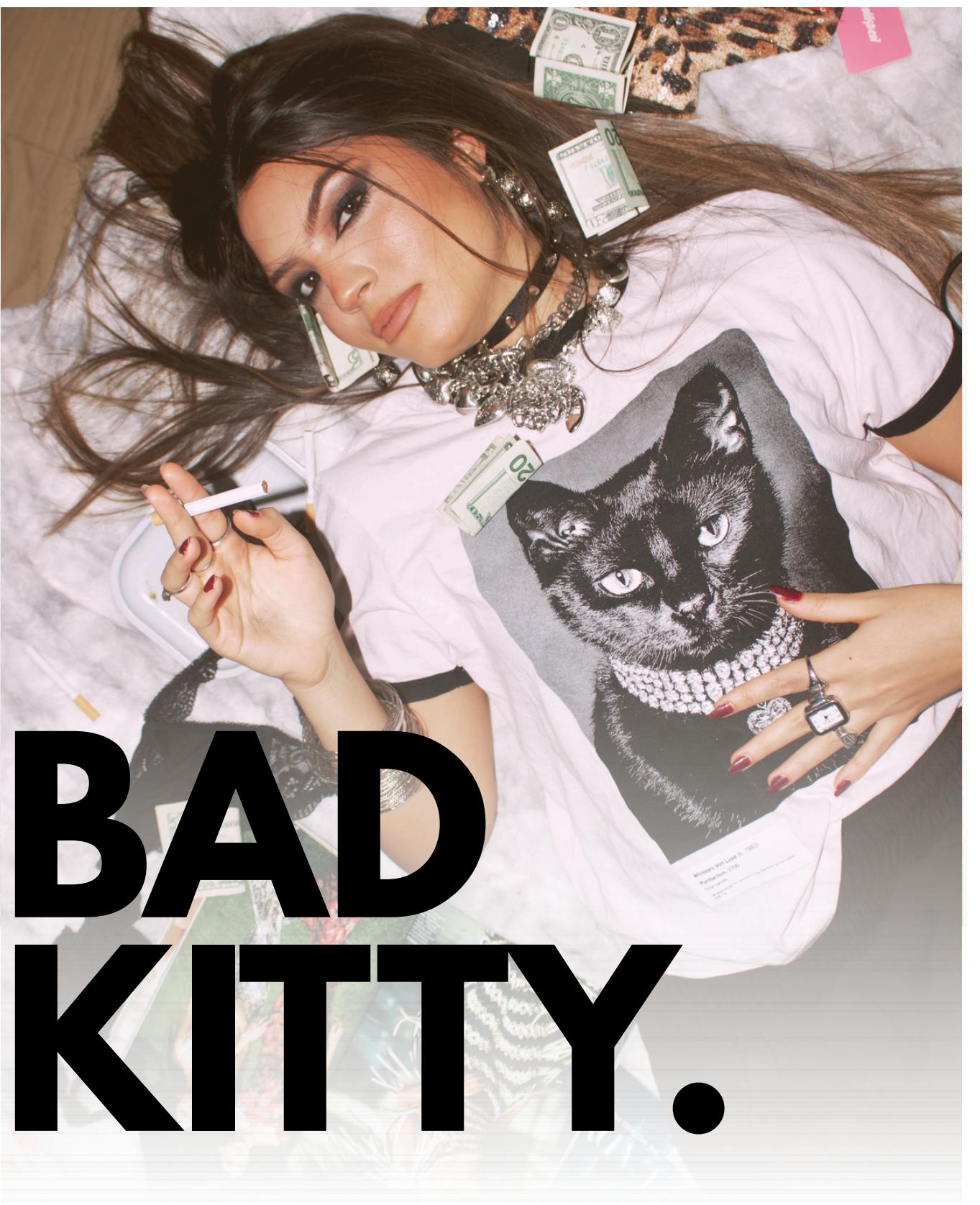
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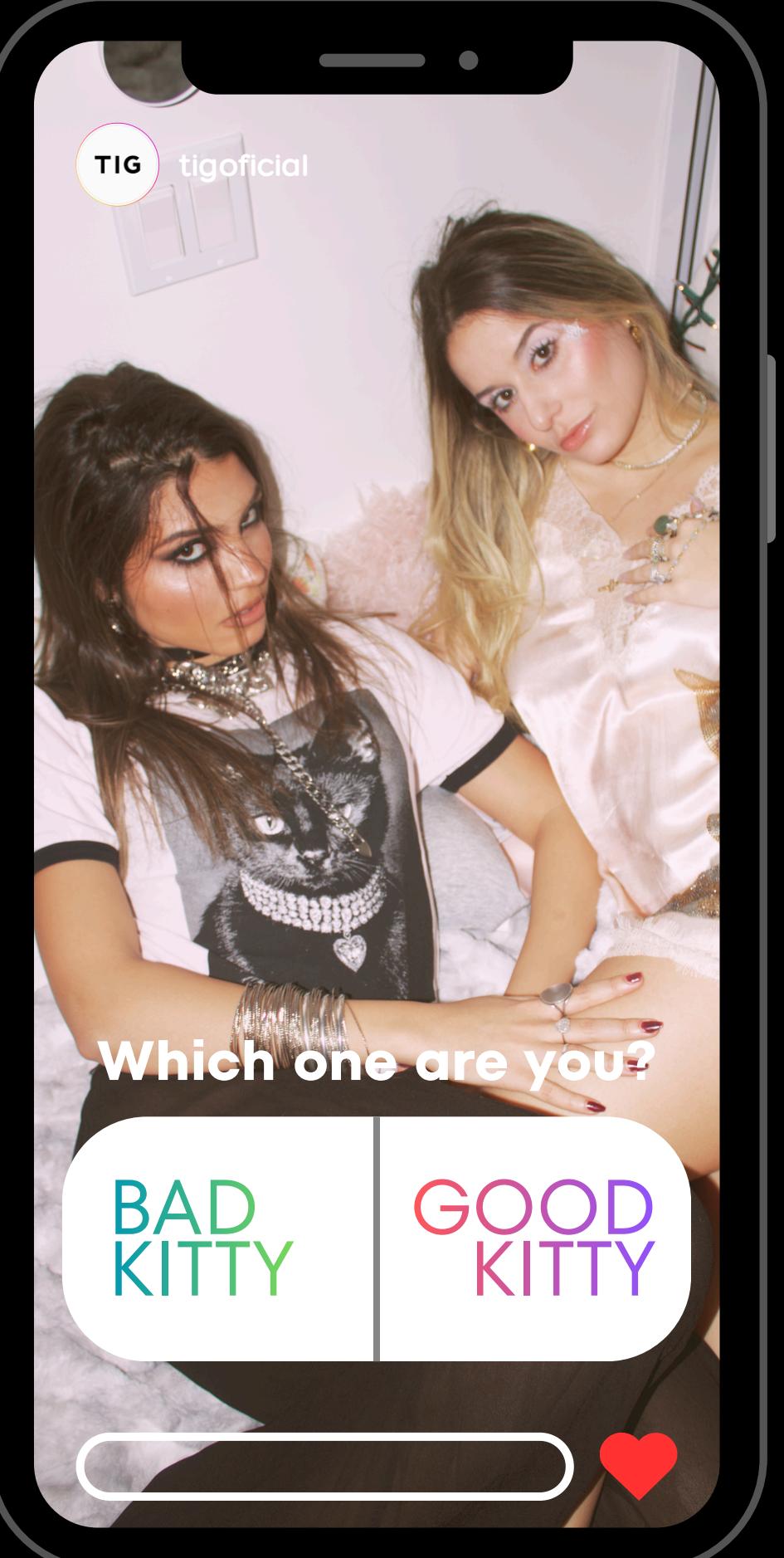


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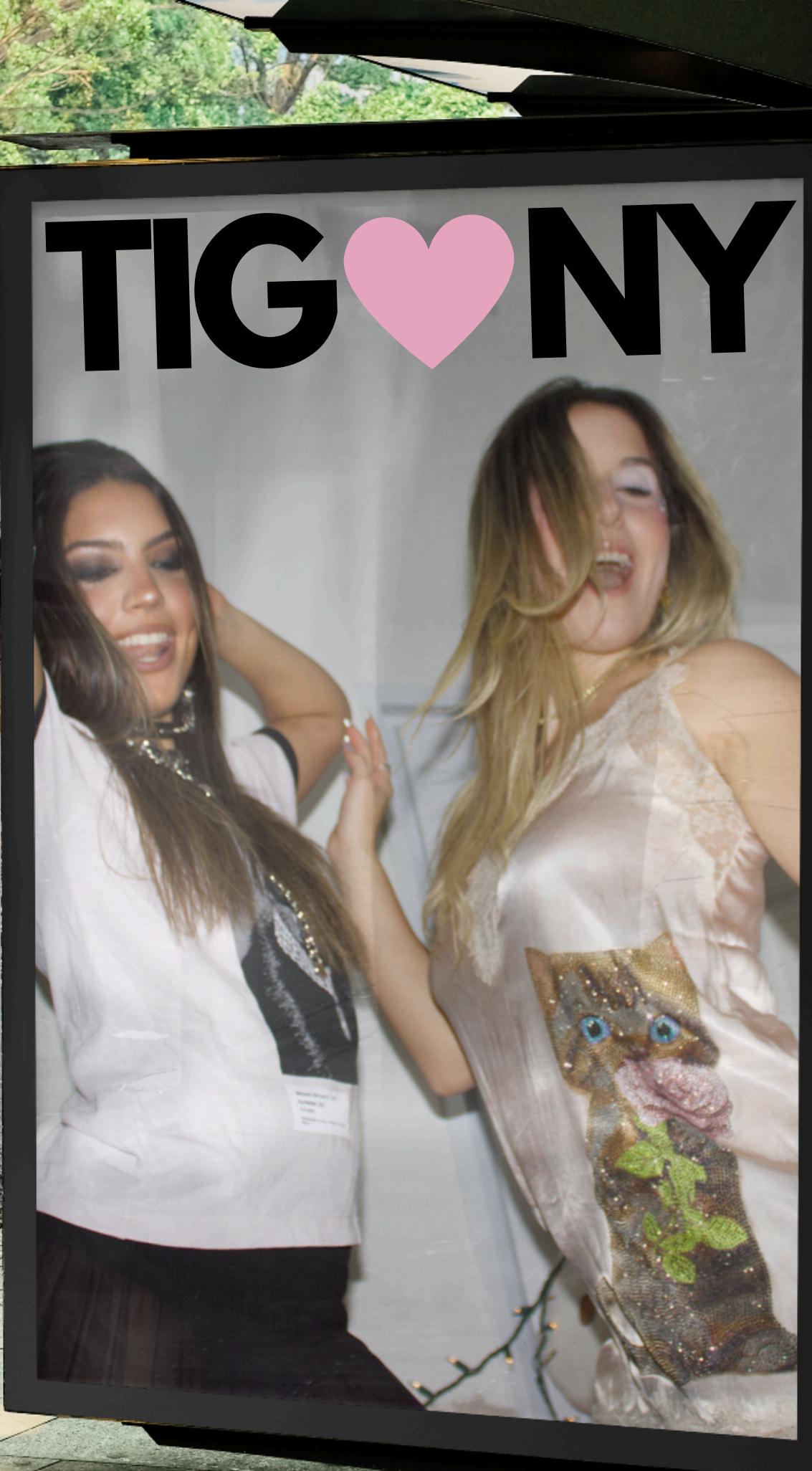
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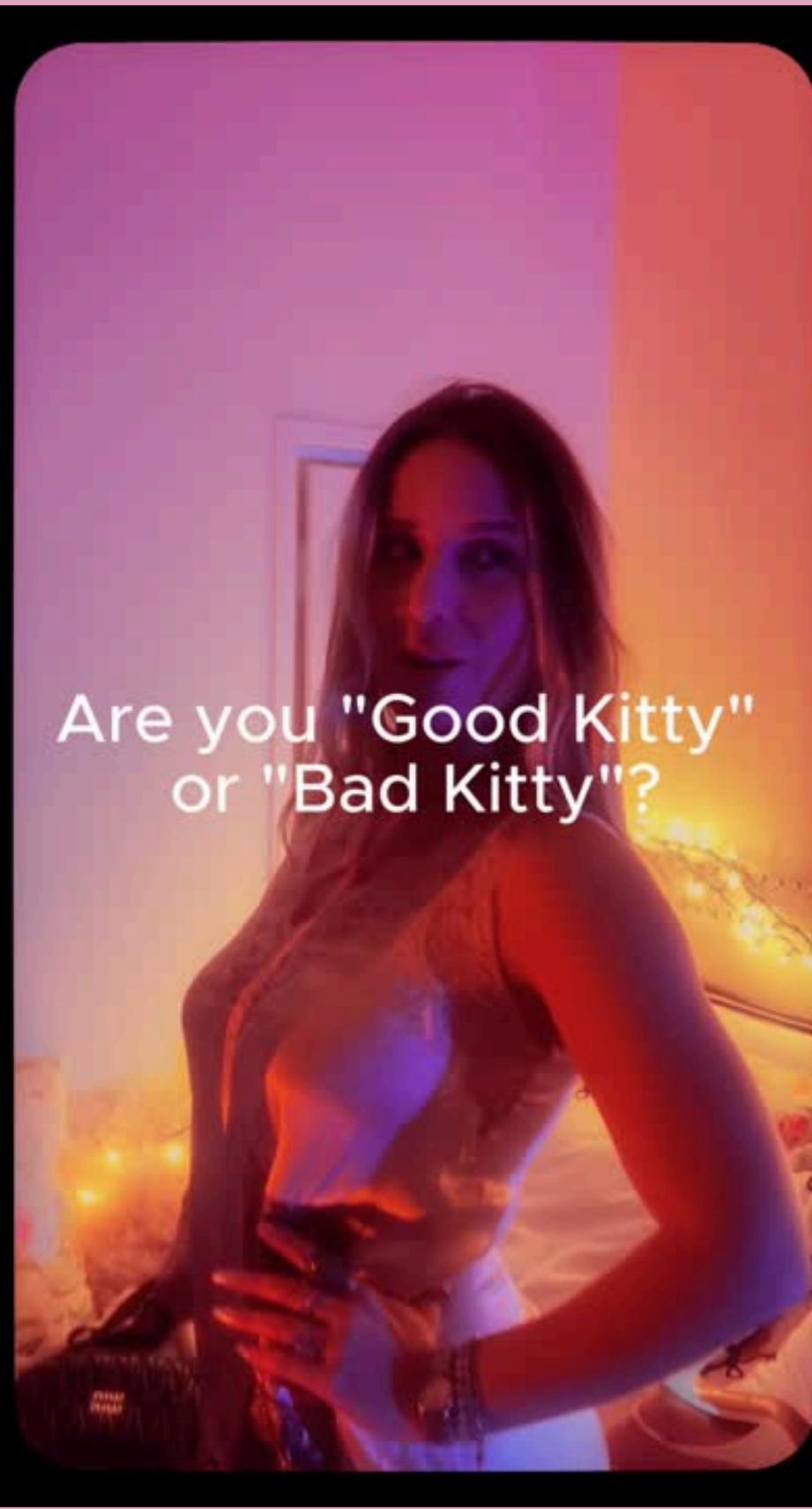
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ANY QUESTIONS?

