

By Catherine Jacobi

Inside Fashion Styling

TIG

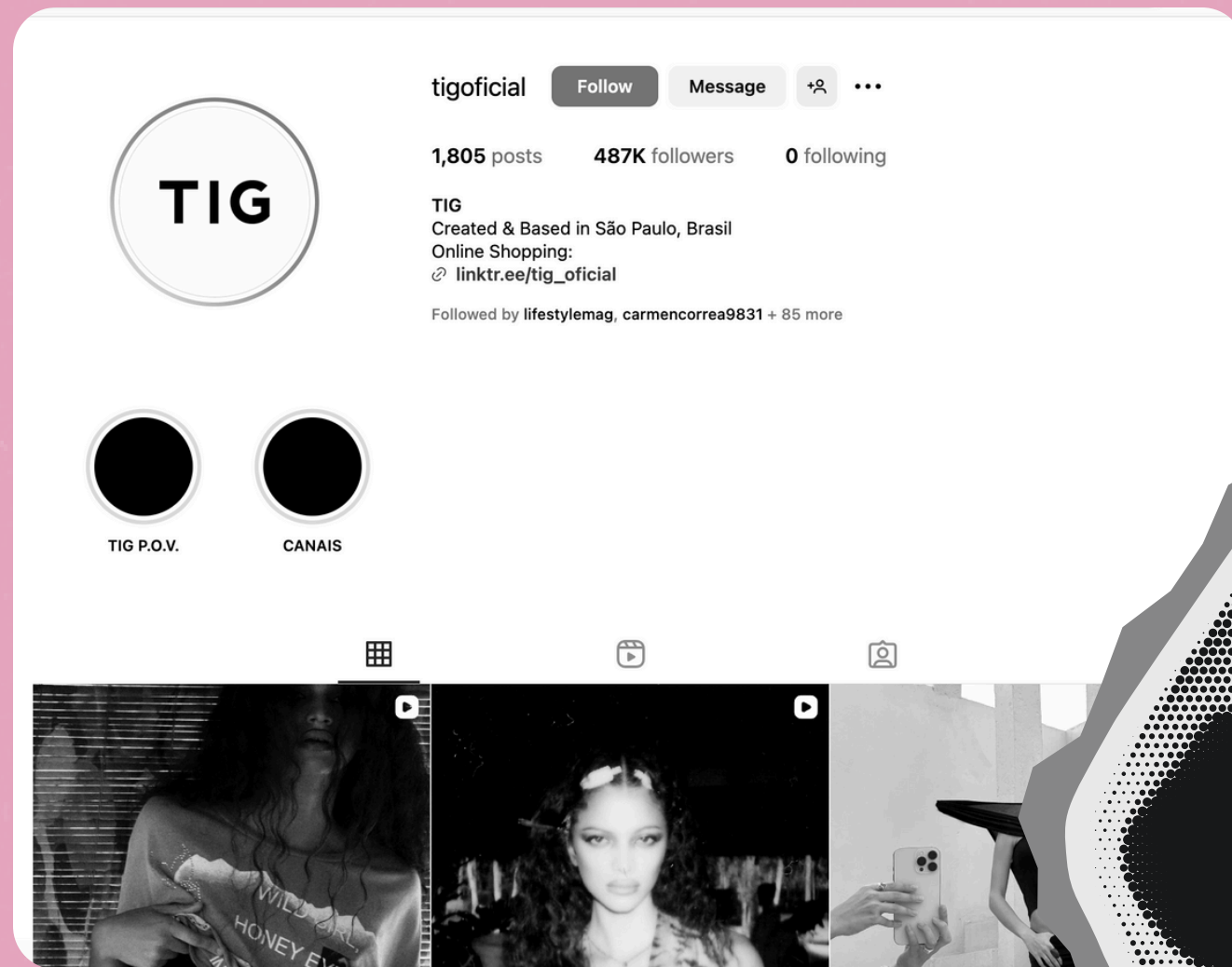
Good Kitty + Bad Kitty



the
it
girl

Angel

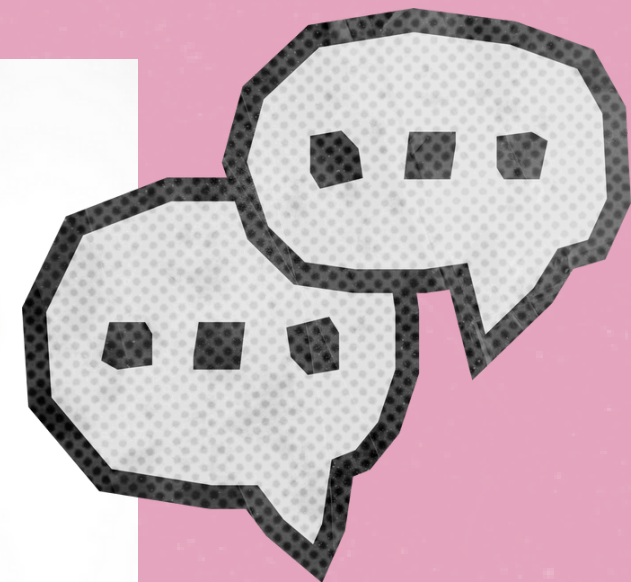
A central image of a woman with dark skin and hair, wearing a white lace-trimmed nightgown. The nightgown has a large, detailed embroidery of a brown tabby cat sitting and holding a pink rose. The woman is looking directly at the camera. The background is a collage of various elements: in the top left, a smaller image of Marilyn Monroe in a white robe; in the top right, the text 'the it girl' in a black serif font; on the left, a decorative flourish with the word 'Angel' in a cursive font; in the bottom left, a smaller image of the same woman in the same nightgown standing in front of a Parisian building; in the bottom right, a grey cat blowing a large pink bubble; and in the middle right, a shaving brush and a profile of a woman with a classic hairstyle.



INTRODUCTION

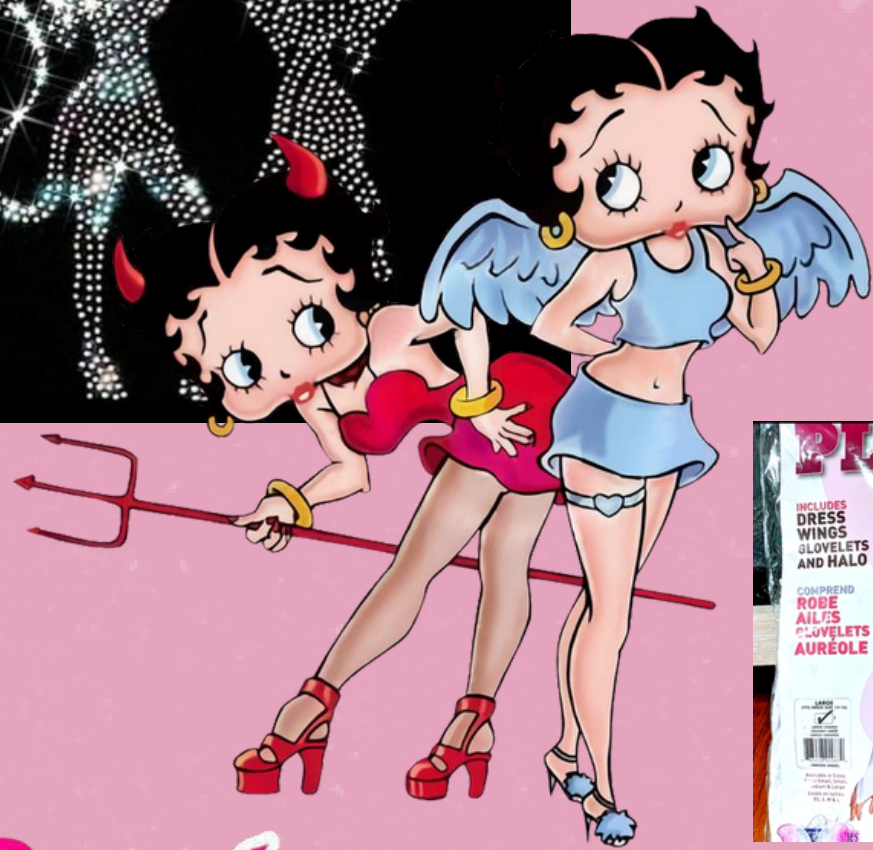
ABOUT TIG

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





Hello Kitty



TIG

CONCEPT



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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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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Good Kitty

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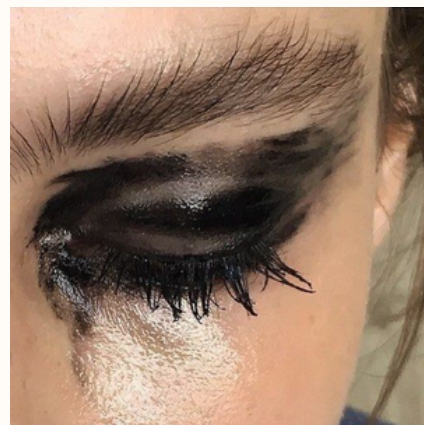
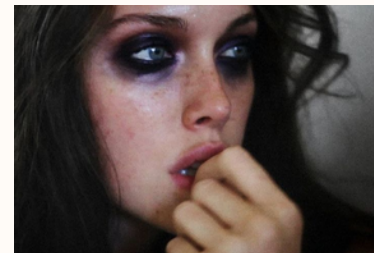
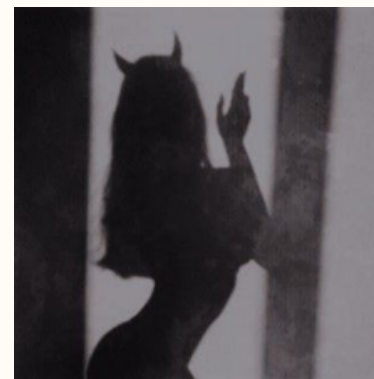
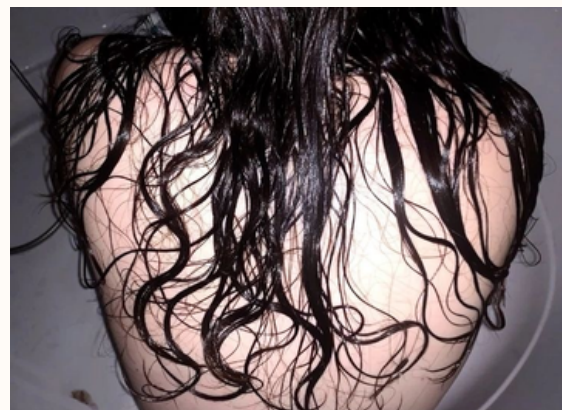
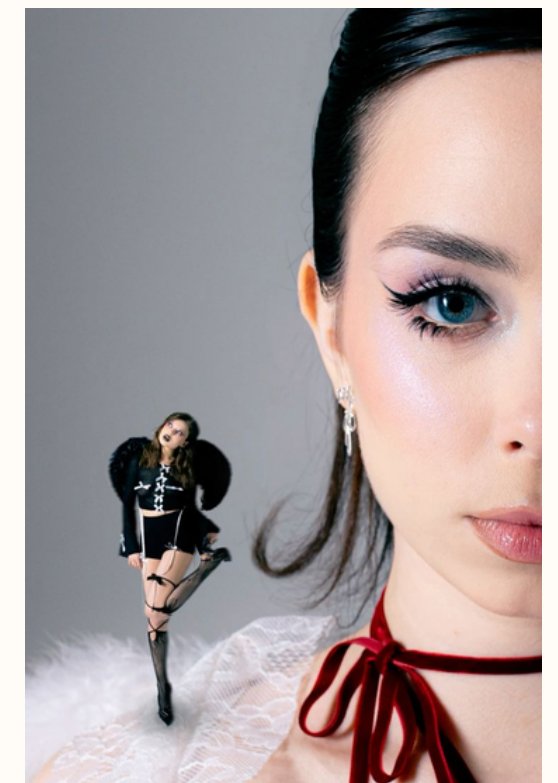
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Bad Kitty

Inside Fashion Styling

- **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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Bad Kitty

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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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NOVIDADES

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BASIC

FOR BOYS

NEW IN SALE

OUTLET

SOBRE

PERSONAL SHOPPER

PESQUISA



TIG♥NY

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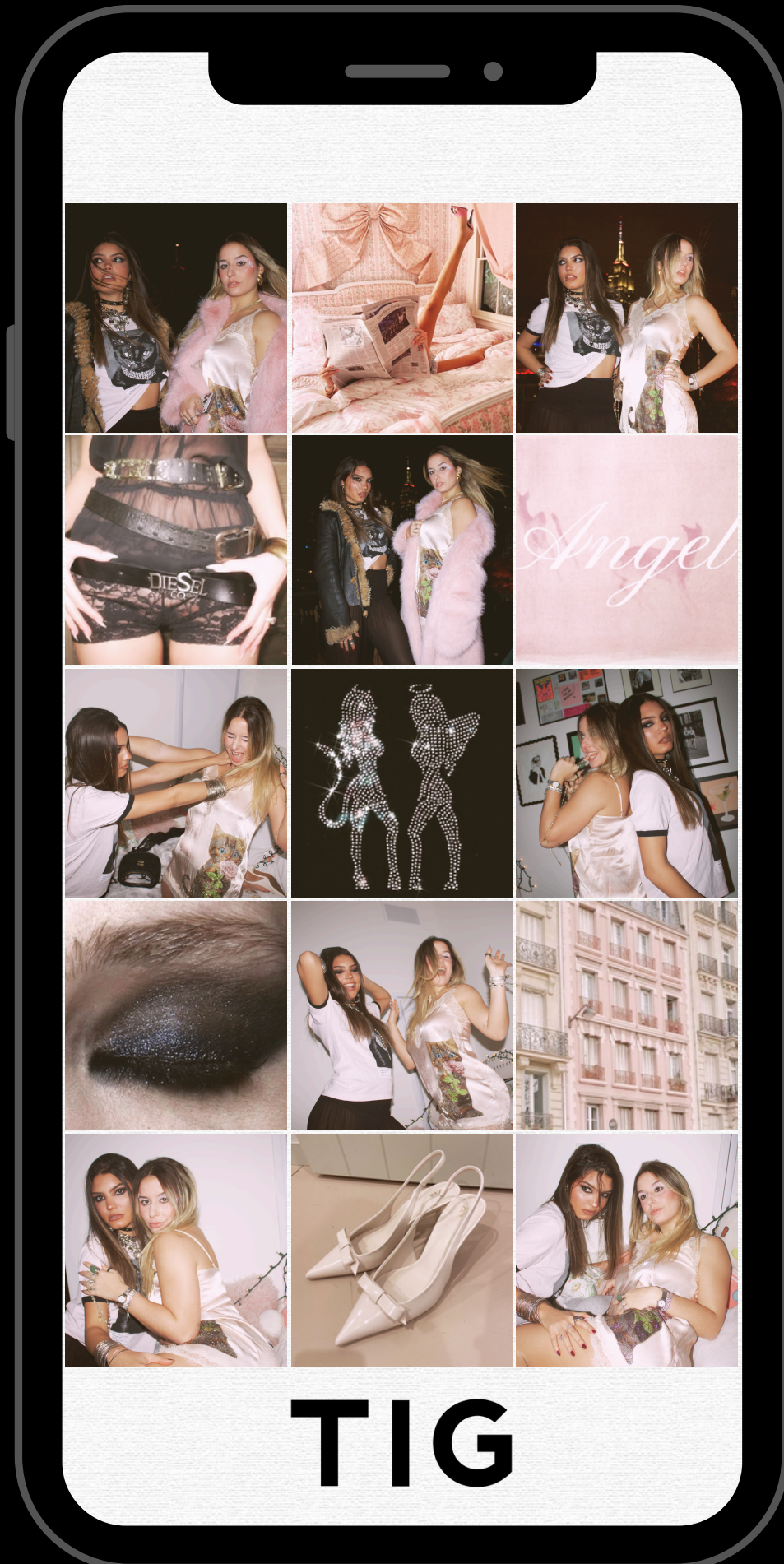


TIG♥NY

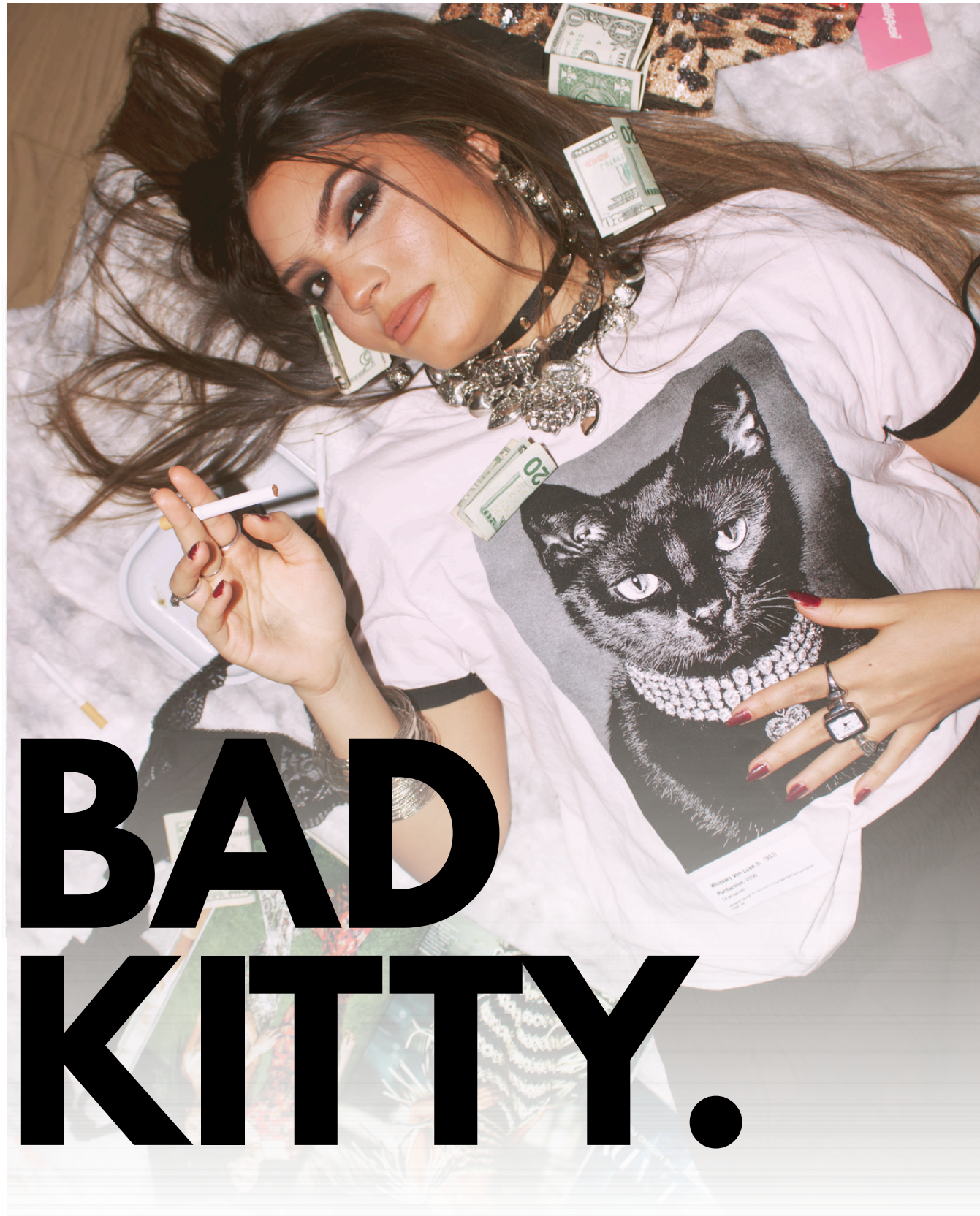
Good Kitty + Bad Kitty



Social Media Feed







**BAD
KITTY.**



Meow!







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Jungle Cat



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THANK YOU!

ANY QUESTIONS?

