



# Monster Vape Labs EU

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## 2025 Photoshoot Mood Board

# Brief:

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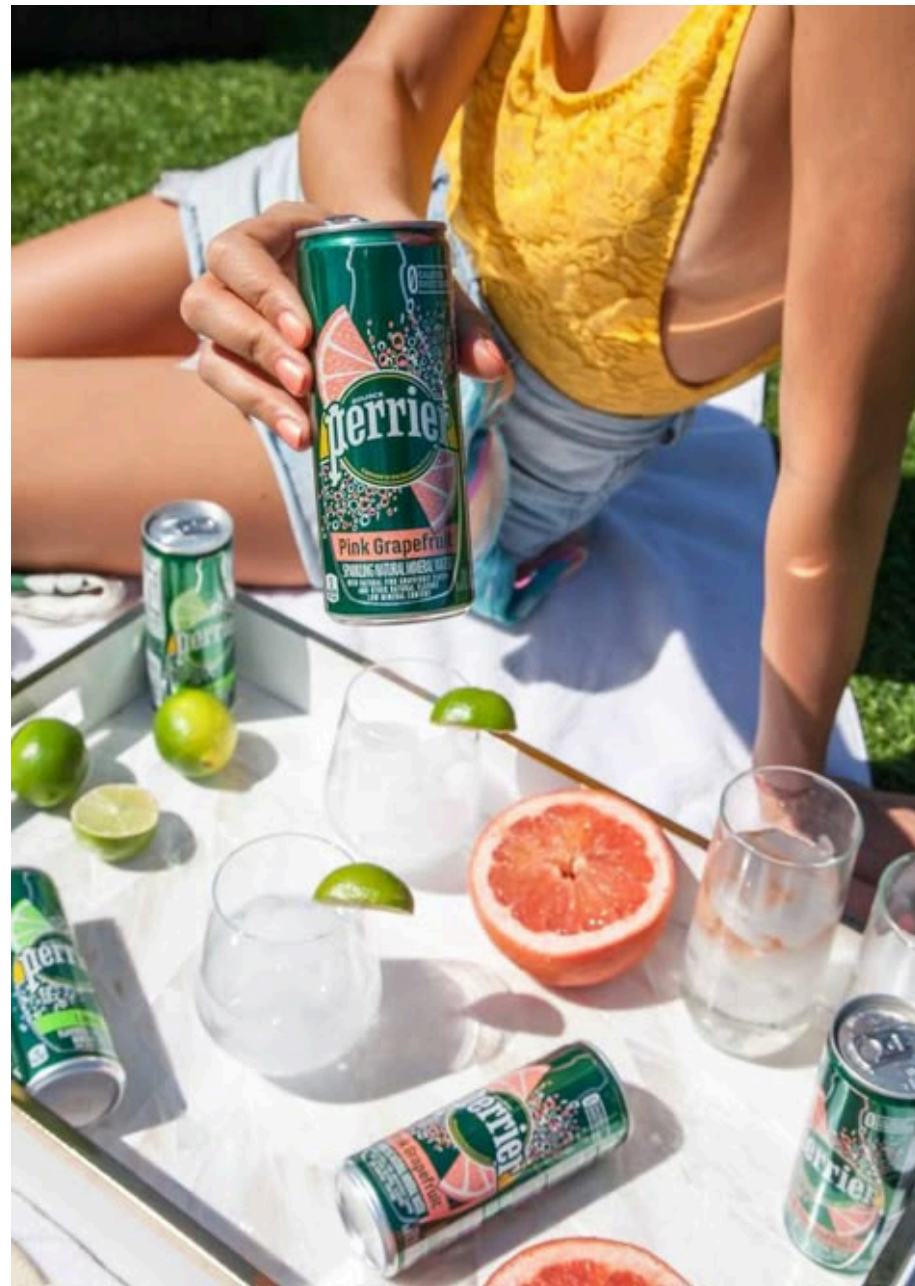
**Concept & Theme:** The overall mood should be full of energy, spontaneity, joy and full of movement. The photos should feel unposed, models are having fun and enjoying the moment as they would in everyday life. To really create the "carefree" feel, use some motion blur effects to create a sense of movement. Models moving, dancing, running, or jumping, blurred lights can capture the vibe of the moment.

**Location & Lighting:** If possible, multiple locations. From parks & beaches, to rooftop, alleyways, basketball courts, & old structural buildings. Use natural outdoor lighting with harsh shadows and highlights to create drama and dimension.

**Wardrobe & Styling:** Models will be styled in MVL merch, T-shirts and crop tops with hats, black leggings, denim shorts, and jeans and white sneakers for urban style locations. At parks or beaches fun flowing dresses in neutral colors, black, white, gray, brown/beige.



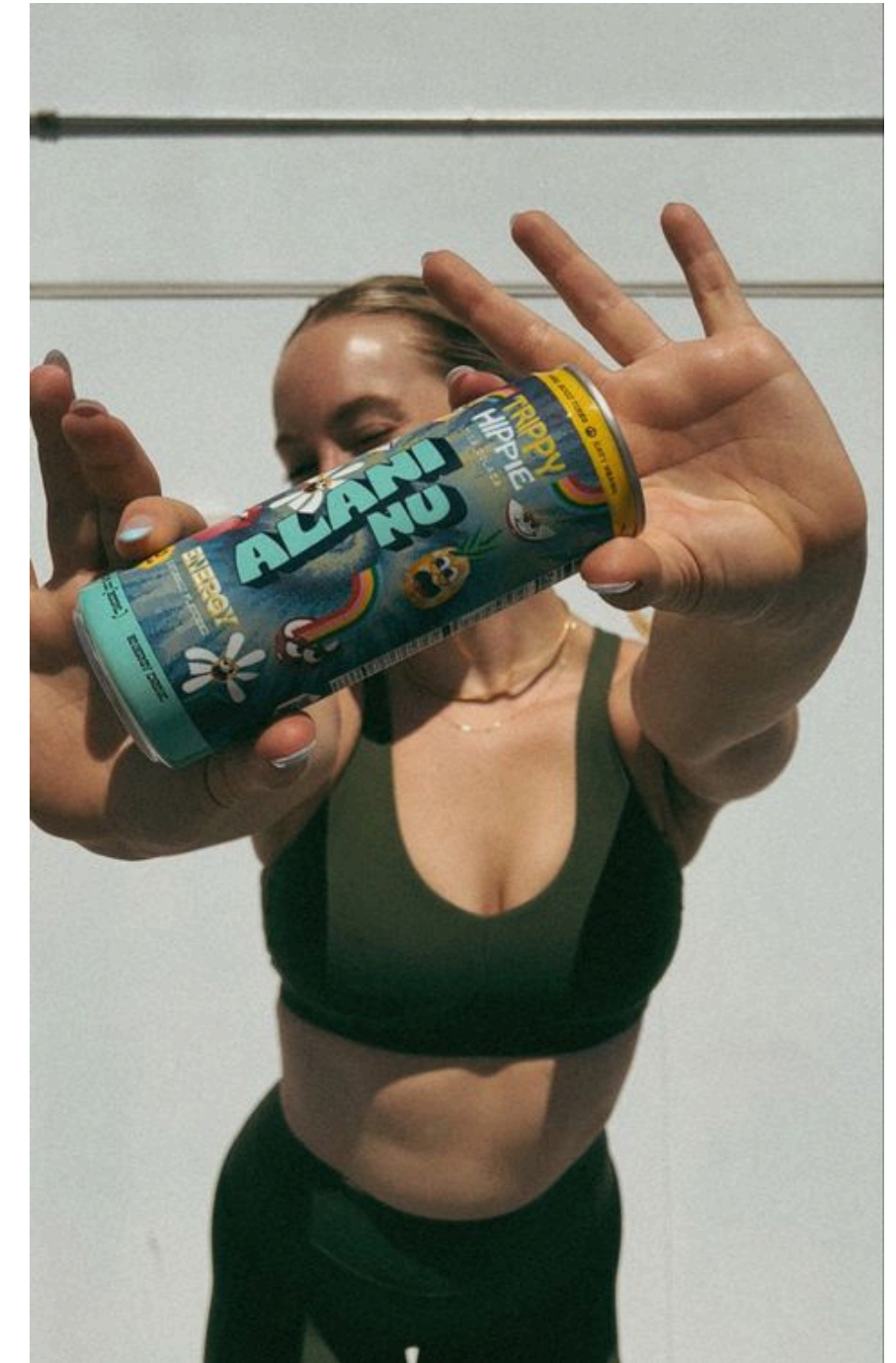
# Product Focused





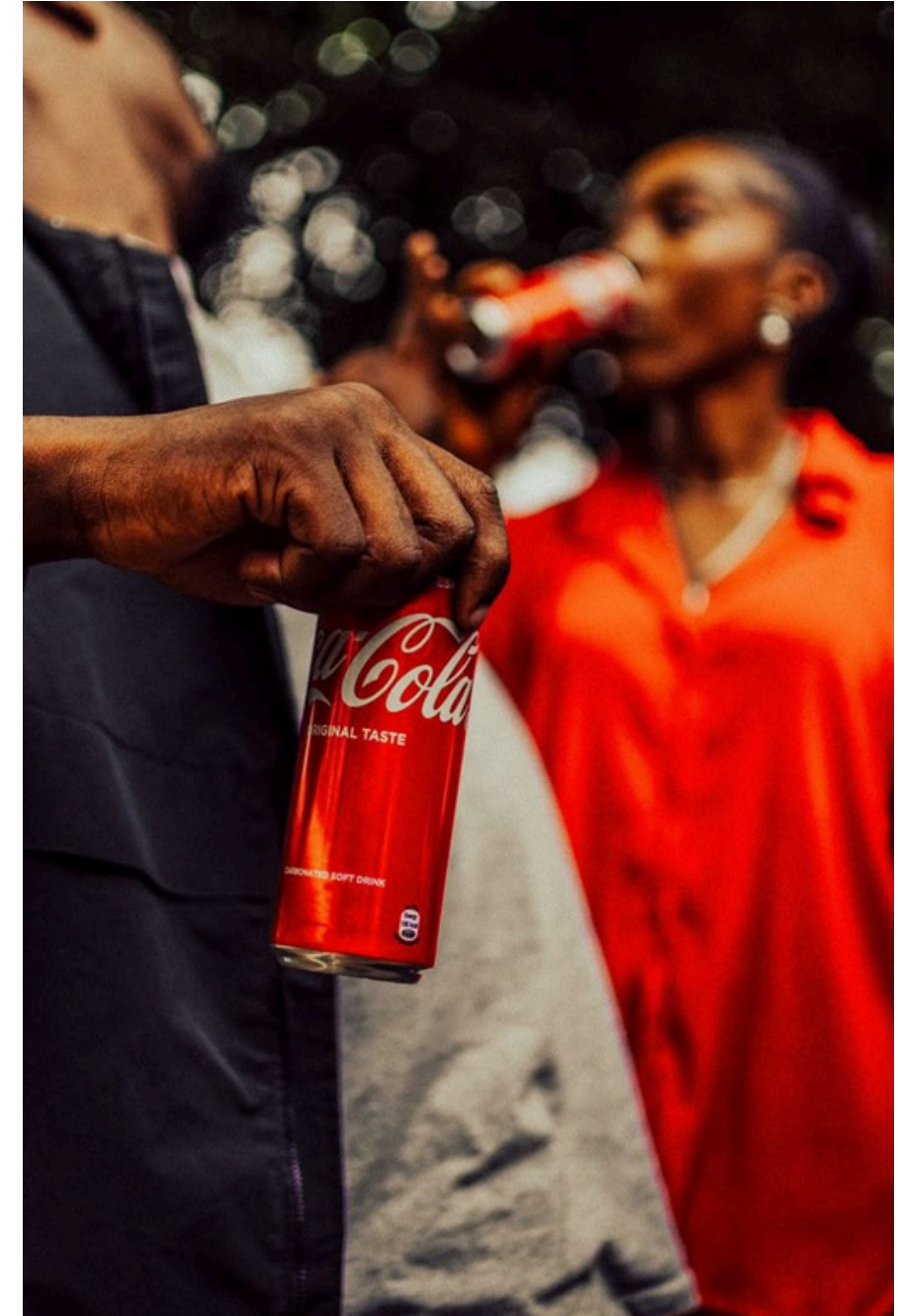
# Product Focused

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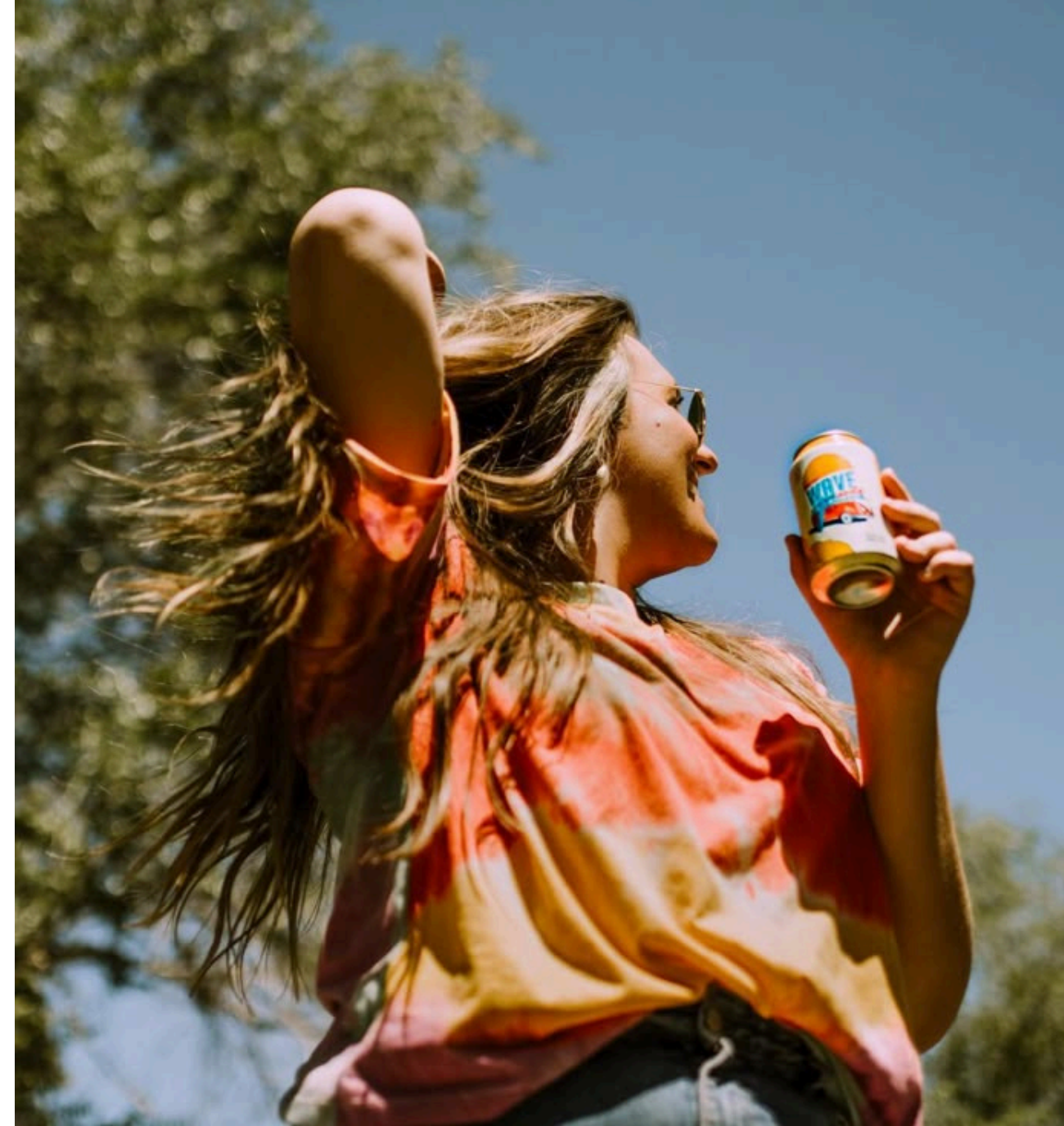


# Model Movement with Products





# Model Movement with Products





# Urban Style:

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# Playful Style:

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# Location: Edgy Yet Chic Cafes, Alleyways, Buildings

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