

ART GALLERY FABRICS®

PRESENTS

patchwork stories

#AGFPATCHWORKSTORIES



Soft



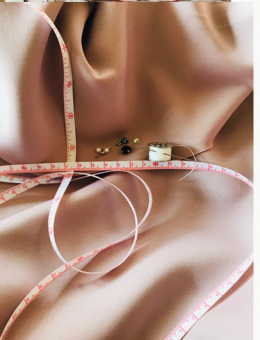
Textured



Edgy



Moody



"Caught on Film"

Personable



VISUAL IDEATION

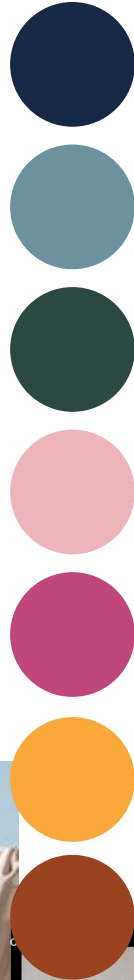
PROPS

- * BACKDROP STAND
- * STOOL
- * LIGHT COLORED FABRIC
- * CLAMPS
- * DRIED FLORALS

SETTING

- * STUDIO LIGHTING
- * CAUGHT ON FILM
- * OUTDOOR STUDIO
- * WAREHOUSE

COLORS:



TYPEFACE

ART GALLERY FABRICS

Mr Eaves San OT 14pts

Patchwork

Rochester Demo 30pts

Patchwork is a big trend in the industry & and it is the main idea through this big campaign.

This can involve apparel, home decor & accessories in different mini-campaigns

Different substrates will be used in every mini-campaign.
Ex: Denim + cotton in one, flannel in another one, knit on a different one.

Century Schoolbook 8pts



SOCIAL APPLICATION

PHOTO RATIO 1:1 4:5 16:9 + MP4 FILE

PINTEREST

CREATE A "PATCHWORK"
BOARD WHERE ALL CONTENT
DURING THIS TIME CAN BE
PINNED HERE.

GRAPHICS FOR ALL
PATTERNS & TUTORIALS

IDEA PINS CAN BE USED
FOR SHORT STEP-BY-STEP
TUTORIALS

TIKTOK

- * VIDEO CONTENT:
- * BEHIND THE SCENES
- * PATCHWORK TUTORIALS
- * BLOOPERS
- * FABRIC HIGHLIGHTS
- * "THE MAKING OF.."



INTRODUCTION VIDEO

ART GALLERY FABRICS® PRESENTS

PATCHWORK STORIES: PATCHWORK ALL THE WAY

OVERVIEW PATCHWORK HAS BECOME TRENDY IN THE FASHION & DESIGN WORLD. FROM BEGINNER SEWISTS TO EXPERT DESIGNERS HAVE BEEN INCORPORATING PATCHWORK DESIGN. IT PUSHES FOR SUSTAINABILITY AND EMPHASIZES THE HANDMADE IDEAOLGY.

GOALS WE WANT TO ENCOURAGE MEMBERS OF OUR COMMUNITY TO ENCORPORATE PATCHWORK DESIGN INTO THEIR EVERYDAY LIVES BY MAKING DIGESTIBLE CONTENT FOR ALL AUDIENCES.

CREATIVE STRATEGY MULTIPLE VIDEOS WILL BE CREATED SHOWCASING IMPORTANT PARTS OF THIS CAMPAIGN. THESE VIDEOS WILL INCLUDE AN INTRODUCTION VIDEO, BEHIND THE SCENES OF PHOTOSHOOTS , SMALL TUTORIALS, WORK IN PROGRESS, FABRIC HIGHLIGHTS, AND BLOOPERS.

INTRODUCTION VIDEO: 15-30 SECOND REEL (IG,FB,TW,PNT,TT)

- * ZOOM IN ON TEXTURAL PROJECTS
- * VERTICAL & SLOWER MOTION
- * CINEMATIC SHOTS OF CUTTING FABRIC
- * SLOW MO CLIPS OF PRODUCTION WORKING ON COMPUTER
- * VOICE OVER TEXT INTRODUCING PATCHWORK ALL THE WAY.
- * WILL FADE TO OUR FINAL LOGO

FEATURED PROJECTS

DECOSTITCH POUCHES // HAND EMBROIDERED QUILT // PATCHWORK FLANNEL HAT
// DENIM TABLE RUNNER // SCRAPPY QUILT



STORYBOARD



PATCHWORK ALL THE WAY

7 WEEKS LONG
BEGINING JANUARY 10, 2022

#AGFPATCHWORKSTORIES

SOCIAL MEDIA VISUAL CONTENT:

PHOTOGRAPHY:

- * STUDIO PHOTOSHOOT - ALL TOGETHER AND SEPARATELY
- * CLOSE UP SHOTS
- * BTS/WIP SHOTS

VIDEOGRAPHY:

- * INCLUDE SHOTS OF CREATING MOCKUPS TO BRING THE PIECE TO LIFE
- * BEHIND THE SCENES
- * PATCHWORK TUTORIALS
- * BLOOPERS
- * FABRIC HIGHLIGHTS
- * "THE MAKING OF.."

PATCHWORK JACKETS - MAIN

* WEEK 1 (JANUARY 10-14)

* 3 PATCHWORK JACKETS

IG/FB/TW

* THREE POSTS - POSTED SEPARATELY
THROUGHOUT DAY

* CAPTION: “#AGFPATCHWORKSTORIES:
_____”

PINTEREST:

* PIN PHOTOS TO PATCHWORK BOARD
* MAKE GRAPHIC FOR LINK TO VIDEO TUTORIAL/
PATTERN *IF APPLICABLE*

TIKTOK:

* THE MAKING OF.... VIDEO
* TECHNIQUE TUTORIAL (*IF APPLICABLE*)
* BTS

BLOG

* TECHNIQUE TUTORIAL *IF APPLICABLE*

IG STORIES:

* GRAPHIC TO PINTEREST BOARD
* GRAPHIC TO TECHNIQUE TUTORIAL
(*IF APPLICABLE*)
* “MAKING OF” REELS
* REPOST TIKTOK CONTENT *IF APPLICABLE*

Jessica's Proposal



SHIRT DRESS - FILLER

- * WEEK 2 (JANUARY 17)
- * COLLARED SHIRT DRESS



IG/FB/TW

- * ONE POST ON FEED
- * CAPTION: “#AGFPATCHWORKSTORIES:
_____”

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PATTERN *IF APPLICABLE*

TIKTOK:

- * THE MAKING OF.... VIDEO
- * TECHNIQUE TUTORIAL (*IF APPLICABLE*)
- * BTS

BLOG

- * TECHNIQUE TUTORIAL *IF APPLICABLE*

IG STORIES:

- * GRAPHIC TO PINTEREST BOARD
- * GRAPHIC TO TECHNIQUE TUTORIAL
(*IF APPLICABLE*)
- * “MAKING OF” REELS
- * REPOST TIKTOK CONTENT *IF APPLICABLE*

ELI'S PROJECTS - MAIN

* WEEK 3 (JANUARY 24)

* PILLOW, TOTE BAG, & SHIRT



IG/FB/TW

* THREE POSTS - POSTED SEPARATELY
THROUGHOUT DAY

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* TECHNIQUE TUTORIAL *IF APPLICABLE*

IG STORIES:

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(*IF APPLICABLE*)

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VEST - FILLER

- * WEEK 4 (JANUARY 31)
- * VEST

IG/FB/TW

- * ONE POST
- * CAPTION: “#AGFPATCHWORKSTORIES:
_____”

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- * TECHNIQUE TUTORIAL
(IF APPLICABLE)
- * BTS

BLOG

- * TECHNIQUE TUTORIAL
(IF APPLICABLE)

IG STORIES:

- * GRAPHIC TO PINTEREST BOARD
- * GRAPHIC TO TECHNIQUE TUTORIAL
(IF APPLICABLE)
- * “MAKING OF” REELS



HOME DEC - MAIN

- * WEEK 5 (FEBRUARY 7)
- * HOME DEC: (PLACEMATS, COASTERS,
& **TABLERUNNER**)

IG/FB/TW

- * THREE POSTS - POSTED SEPARATELY
THROUGHOUT DAY
- * CAPTION: “#AGFPATCHWORKSTORIES:
_____”

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PATTERN *IF APPLICABLE*

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BLOG

- * TECHNIQUE TUTORIAL *IF APPLICABLE*

IG STORIES:

- * GRAPHIC TO PINTEREST BOARD
- * GRAPHIC TO TECHNIQUE TUTORIAL
(*IF APPLICABLE*)
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Coasters 4" x 4"



Placemats 16" x 12"



Table runners 16" x 36"

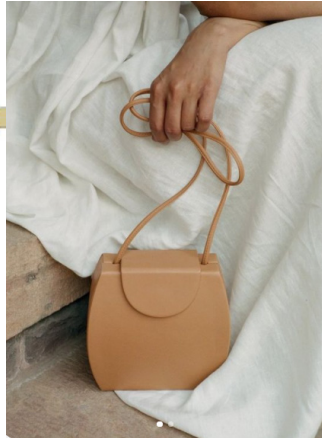


MAKEUP BAG - FILLER

* WEEK 6 (FEBRUARY 14)

* PATCHY VALENTINES DAY MAKE-UP BAG - GIFTS

6" x 10" Make up bag



3" Make up cleansing sheets



IG/FB/TW

* ONE POST

* CAPTION: "#AGFPATCHWORKSTORIES:
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* BTS

BLOG

* TECHNIQUE TUTORIAL *IF APPLICABLE*

IG STORIES:

* GRAPHIC TO PINTEREST BOARD

* GRAPHIC TO TECHNIQUE TUTORIAL
(*IF APPLICABLE*)

* "MAKING OF" REELS

* REPOST TIKTOK CONTENT *IF APPLICABLE*

SKIRTS - MAIN

* WEEK 7 (FEBRUARY 21)

* PATCHWORK SKIRTS

IG/FB/TW

* THREE POSTS - POSTED SEPARATELY THROUGHOUT DAY

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* MAKE GRAPHIC FOR LINK TO VIDEO TUTORIAL/PATTERN
IF APPLICABLE

TIKTOK:

* THE MAKING OF.... VIDEO

* TECHNIQUE TUTORIAL (IF APPLICABLE)

* BTS

BLOG

* TECHNIQUE TUTORIAL IF APPLICABLE

IG STORIES:

* GRAPHIC TO PINTEREST BOARD

* GRAPHIC TO TECHNIQUE TUTORIAL
(IF APPLICABLE)

* “MAKING OF” REELS

* REPOST TIKTOK CONTENT IF APPLICABLE



RECYCLE

5 WEEKS LONG
BEGINING FEB 28, 2022

#AGFPATCHWORKSTORIES

SOCIAL MEDIA CONTENT:

PHOTOGRAPHY:

- * STUDIO PHOTOSHOOT - ALL TOGETHER AND SEPARATELY
- * CLOSE UP SHOTS
- * BTS/WIP SHOTS

VIDEOGRAPHY:

- * INCLUDE SHOTS OF CREATING MOCKUPS TO BRING THE PIECE TO LIFE

BTS PHOTOSHOOT

- * BEHIND THE SCENES
- * PATCHWORK TUTORIALS
- * BLOOPERS
- * FABRIC HIGHLIGHTS
- * "THE MAKING OF.."

TOTE BAG - MAIN

- * WEEK 1 (FEBRUARY 28)
- * QUILT BLOCK TOTE BAGS

IG/FB/TW

- * THREE POSTS - POSTED SEPARATELY THROUGHOUT DAY
- * CAPTION: “#AGFPATCHWORKSTORIES: _____”

PINTEREST:

- * PIN PHOTOS TO PATCHWORK BOARD
- * MAKE GRAPHIC FOR LINK TO VIDEO TUTORIAL/
PATTERN IF APPLICABLE

TIKTOK:

- * THE MAKING OF.... VIDEO
- * TECHNIQUE TUTORIAL (IF APPLICABLE)
- * BTS

BLOG

- * TECHNIQUE TUTORIAL IF APPLICABLE

IG STORIES:

- * GRAPHIC TO PINTEREST BOARD
- * GRAPHIC TO TECHNIQUE TUTORIAL
(IF APPLICABLE)
- * “MAKING OF” REELS
- * REPOST TIKTOK CONTENT IF APPLICABLE



PATCHWORK JEANS - FILLER

* WEEK 2 (MARCH 7)

* PATCHWORK JEANS

IG/FB/TW

* ONE POST

* CAPTION: “#AGFPATCHWORKSTORIES:
_____”

PINTEREST:

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PATTERN *IF APPLICABLE*

TIKTOK:

* THE MAKING OF.... VIDEO

* TECHNIQUE TUTORIAL (*IF APPLICABLE*)

* BTS

BLOG

* TECHNIQUE TUTORIAL *IF APPLICABLE*

IG STORIES:

* GRAPHIC TO PINTEREST BOARD

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REPURPOSING QUILT - MAIN

* WEEK 3 (MARCH 14)

* BRACELETS // FANNY PACK // HOBO BAG

IG/FB/TW

* THREE POSTS - POSTED SEPARATELY THROUGHOUT DAY

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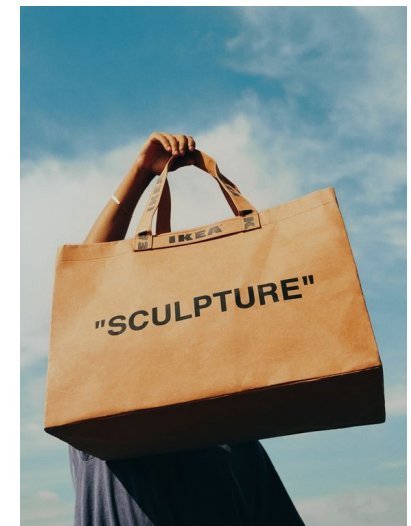
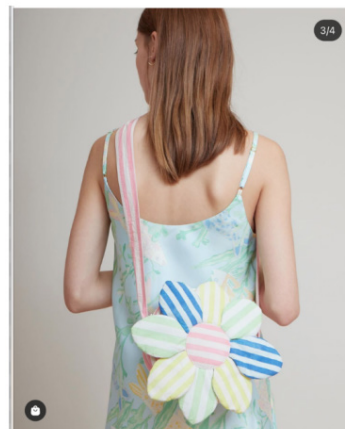
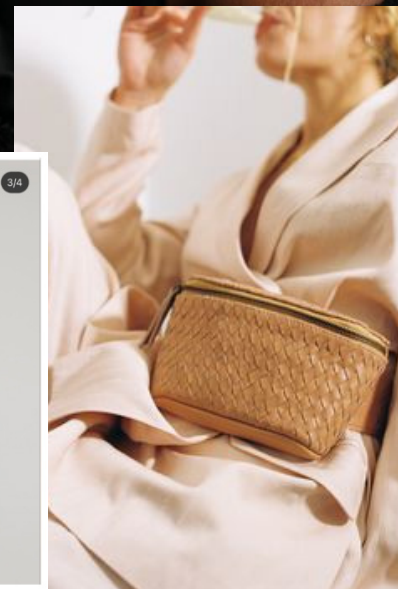
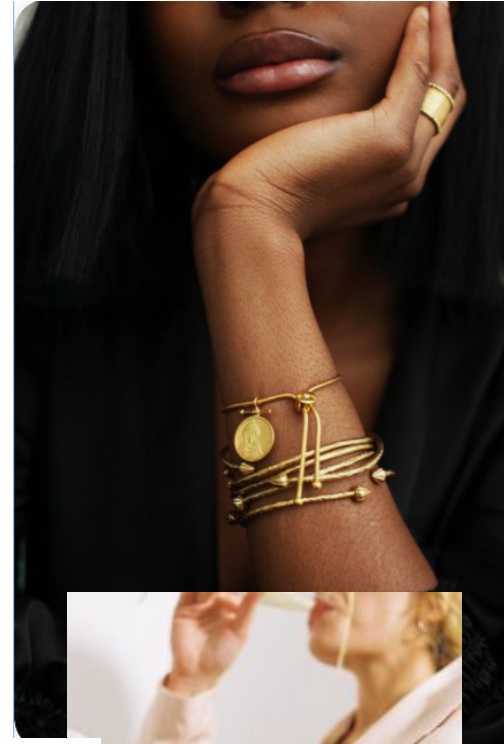
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* GRAPHIC TO PINTEREST BOARD

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(*IF APPLICABLE*)

* “MAKING OF” REELS

* REPOST TIKTOK CONTENT *IF APPLICABLE*



REVERSE APPLIQUE JACKET - FILLER

- * WEEK 4 (MARCH 21)
- * REVERSE APPLIQUE JACKET

IG/FB/TW

- * ONE POST
- * CAPTION: “#AGFPATCHWORKSTORIES:
_____”

PINTEREST:

- * PIN PHOTOS TO PATCHWORK BOARD
- * MAKE GRAPHIC FOR LINK TO VIDEO TUTORIAL/
PATTERN IF APPLICABLE

TIKTOK:

- * THE MAKING OF.... VIDEO
- * TECHNIQUE TUTORIAL (IF APPLICABLE)
- * BTS

BLOG

- * TECHNIQUE TUTORIAL IF APPLICABLE

IG STORIES:

- * GRAPHIC TO PINTEREST BOARD
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(IF APPLICABLE)
- * “MAKING OF” REELS
- * REPOST TIKTOK CONTENT IF APPLICABLE



MISSING MOCKUP

- * WEEK 5 (MARCH 28)
- * TBD

IG/FB/TW

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HOME DECOR RELATED

IDEAS:

SCRAPPY QUILT W MATCHING
PILLOW SHAMS

RUG

OTTOMAN

LAMP SHADE

WALL ART



TO BE DETERMINED:

- * FABRICS FOR EACH PROJECT
- * TIMELINE TO BEGIN PROJECTS
- * MOCKUP FOR REVERSE APPLIQUE PROJECT
- * LAST PROJECT OF CAMPAIGN (HOME DECOR)
- * WHICH PROJECTS WILL HAVE TUTORIALS (VIDEO OR BLOG POST)
- * WILL WE BE EXCLUDING DENIM FROM ALL PROJECTS

IMPORTANT IDEAS TO KEEP IN MIND

- * WINTER/SPRING SEASON
- * WANT TO INCORPORATE PURE SOLIDS
- * STREETWEAR FASHION - FILM PHOTOGRAPHY INSPO
- * FOCUS ON ONE TECHNIQUE THAT MAKES EACH PROJECT SPECIAL
- * INCLUDE FLANNEL AS A SUBSTRATE FOR PART 1

COLLECTIONS TO REFER TO

- | | |
|----------------------------|----------------------|
| * TWENTY | * HOMEBODY |
| * VELVET | * THE FLOWER SOCIETY |
| * VERT + SOFTEN THE VOLUME | * ROSEWOOD FUSION |
| * PLAID OF MY DREAMS | * FORESTA FUSION |
| * FLANNELS | |

WE WANT TO INCLUDE FLORALS AS
CAMPAIGN WILL RUN INTO SPRING.
BUT REMEMBER TO KEEP SOME WARMTH
IN THE COLOR PALETTE.

PINTEREST INSPO BOARD

<-- CLICK

(NEED TO BE LOGGED IN TO AGF ACCOUNT TO VIEW)

Thank You