

DRESS AGAINST THE CURRENT

**Commercial showcases women who
are unapologetically themselves**





HALSEY IN ModCloth





- **Contrasts eclectic clothes with the four elements to show the uniqueness of the clothes and of the celebrity**
- **Elements act as obstacles in scenes to reflect how each women is unapologetically themselves in the spotlight**
- **Utilizes real world insecurities experienced by each celebrity to humanize and show their strength**



Why is Hari the only one who is not in a city?