STILL LIFE IN MOTION

Luxury Retail Brand, Dubai

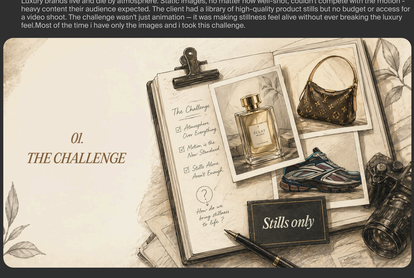
Motion Design · Instagram Content · 2025

1. OVERVIEW

A Dubai-based luxury retail brand — carrying labels like Louis Vuitton, Gucci ,adidas and other top brands — needed elevated motion content for their Instagram presence. The brief was clear: make the feed feel cinematic, premium, and consistent with the visual language of the brands they stocked. The defining constraint: there were no product videos. Every deliverable had to be built entirely from still photography.

2.THE PROBLEM

Luxury brands live and die by atmosphere. Static images, no matter how well-shot, couldn't compete with the motion - heavy content their audience expected. The client had a library of high-quality product stills but no budget or access for a video shoot. The challenge wasn't just animation — it was making stillness feel alive without ever breaking the luxury feel.Most of the time I have only the images and I took this challenge.



MY ROLE

Deliverable	Motion content system for Instagram Reels and Feed
Tools	After Effects · Photoshop · Premiere Pro
Scope	Solo — Concept, Animation, Colour Grading, Sound Design

PROCESS & THINKING

Decision 1 — Animate Perception, Not Objects

I studied how luxury houses like Celine and Bottega Veneta use motion in their own reels: slow reveals, depth-of-field shifts, light raking across texture. Rather than animating objects, I animated perception of them.

Decision 2 — The 2.5D Parallax System

I built a layered system in After Effects using 2.5D parallax — separating product layers in Photoshop and giving each depth in 3D space. A barely perceptible camera drift of 2–3% across 6–8 seconds created the feeling of a living image without feeling cheap or editorial.

Decision 3 — Colour as Brand Asset

Colour was treated as a brand asset, not an afterthought. I matched grading to each label's visual identity — warm cognac tones for leather goods, cooler desaturated palettes for ready-to-wear. Sound: minimal ambient textures only.

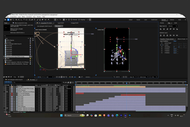
The Rejection That Mattered

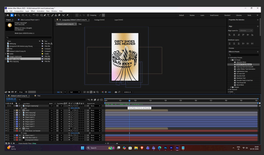
An early version used a smooth zoom into the product. It felt like an e-commerce ad. I scrapped it and replaced it with a lateral camera drift — much closer to how luxury brands actually frame their work.

Early zoom-ins felt like e-commerce — direct, expected, and transactional.
Switching to a slow lateral drift introduced depth, texture,
and restraint — aligning the motion language with how luxury is actually experienced.

THE OUTPUT

The final deliverables were a set of motion templates covering the full Instagram format suite — Reels, square feed posts, and Stories — each built from still photography using the 2.5D parallax system. Every piece maintained the visual restraint and atmosphere expected of luxury label content.





RESULTS & REFLECTION

The motion templates were used across the client's feed for the season's campaign. Motion posts consistently outperformed static content in engagement, and the system was reusable — each new product drop required only a layer swap.

"Working from stills forced me to develop a rigorous system for creating cinematic motion — one I've since applied to other projects. It also sharpened my understanding of how luxury brands communicate non-verbally, which directly informs how I approach motion at the intersection of brand and UI."