Angel Of My Dreams - JADE Edit Campaign Proposal

Sound: Angel Of My Dreams - JADE

CREATIVE DIRECTION

Build visually strong, fan-led edits around **fashion, celebrity, runway, performance, and pop-culture moments** that naturally match the energy of *Angel Of My Dreams*.

The creative should feel less like traditional promo and more like the type of edit someone would genuinely make because they are obsessed with the **song, person, performance, look, or era**.

Editors should have room to interpret the sound through their own pacing, scene selection, transitions, storytelling, effects, and visual style.

---

1. VICTORIA'S SECRET / RUNWAY

Use the visual world of **Victoria's Secret, runway, backstage, models, and fashion shows** as a strong recurring lane for the sound.

Possible approaches:

- One-model edits
- Multi-model montages
- Favorite runway walks
- Backstage-to-runway transitions
- Iconic VS eras
- Old vs. current runway footage
- Model entrances
- Fashion-show nostalgia
- Editorial / campaign footage mixed with runway clips

This can be clean and cinematic, heavily stylized, nostalgic, glamorous, or more experimental depending on the editor.

2. FASHION & POP-CULTURE ICONS

Use recognizable celebrities, models, personalities, or fashion figures with strong visual identities and active fandoms.

Potential subjects can include:

- Kardashians / Jenners
- Victoria's Secret models
- Models and fashion personalities

Creative can center around:

- Favorite eras
- Fashion evolution
- Iconic looks
- Editorial moments
- Red carpets
- Campaign footage
- Candid vs. glamorous moments
- Then vs. now
- Personality-driven edits

The subject does not need to directly relate to the song. The edit should simply make the pairing feel natural.

---

2. FASHION & POP-CULTURE ICONS

Use recognizable celebrities, models, personalities, or fashion figures with strong visual identities and active fandoms.

Potential subjects can include:

- Kardashians / Jenners
- Victoria's Secret models
- Models and fashion personalities

Creative can center around:

- Favorite eras
- Fashion evolution
- Iconic looks
- Editorial moments
- Red carpets
- Campaign footage

- Candid vs. glamorous moments
- Then vs. now
- Personality-driven edits

The subject does not need to directly relate to the song. The edit should simply make the pairing feel natural.

---

3. VSFS PERFORMANCE EDITS

Use performances from the **Victoria's Secret Fashion Show** as another core lane.

Potential subjects include:

- LISA
- KATSEYE
- Other VSFS performers
- Performer + model combinations
- Choreography
- Stage entrances
- Audience moments
- Performance highlights
- Runway and performance intercuts

Editors can focus on one performer or build around the overall spectacle of the show.

The strongest edits should make the song feel like it naturally belongs to the performance footage rather than simply placing unrelated clips over the audio.

WHAT WE WANT THE EDITS TO FEEL LIKE

The strongest submissions should feel:

- Fan-made
- Intentional
- Stylish
- Visually recognizable
- Native to edit communities
- Strongly synced to the song
- Creative without feeling overproduced
- Built around a clear subject, emotion, or visual idea

The goal is to make *Angel Of My Dreams* feel like a song editors naturally want to use for their favorite **people, performances, looks, and moments**.