



*Agent
Provocateur*

Iza El Nems. Abby Bencie 2025 (©)

Miss AP.

creative direction

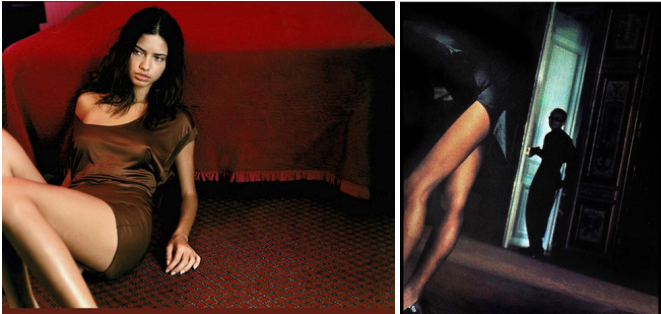
(concept overview)

internal use only

(pg 1)



vision and narrative created + directed by
iza el nems.



Concept Overview —

a woman steps into a high-gloss dreamscape. her reflection multiplies in mirrored vanities, silk sheets spill onto the floor, shadows frame her body like sculpture. this is *Miss AP*—a controlled fantasy, effortless, where femininity is an art form. inspired by the "i enjoy being a girl" sequence from flower drum song, *Miss AP* reimagines old hollywood glamour with surreal precision.

it's seductive, but never explicit. feminine, but with control. refined, but still playful. nothing is accidental, yet nothing feels forced. indulgent, and designed with intention, our woman is charged with confidence.

a balance of cinematic excess and modern restraint, never overtly raunchy and always dripping in mystique.

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Miss AP.

creative direction

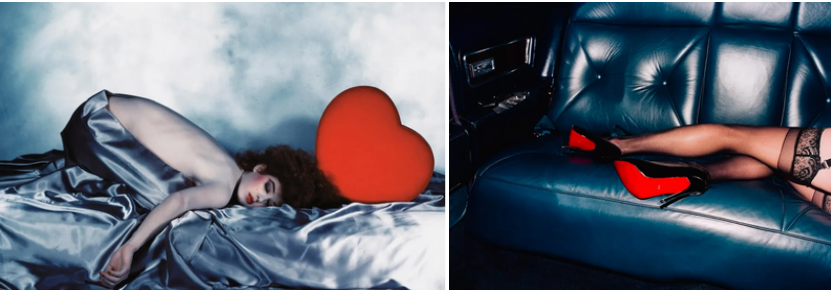
(mood + visuals)

internal use only

(pg 2)

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vision and narrative created + directed by
iza el nems.



Mood + Visuals —

the imagery is highly stylized—polished, rich, and intoxicating. feminine and hypnotic. *Miss AP* exists between reality and fantasy, where every frame feels intentional and composed. She’s feminine, seductive, and self-assured.

- color palette — deep reds, noir blues, soft blush, icy metallics.
- textures — silk, velvet, glossy surfaces, reflective mirrors.
- key visual influences — flower drum song, guy bourdin, helmut newton for playboy, high-gloss fashion surrealism.

reference keywords...

- surreal – reflections, layered compositions, dreamlike distortions.
- staged – precision in set design, composed but effortless styling.
- cinematic – soft diffused lighting, contrasted highlights, bold framing.
- glossy + elegant – never raw, always intentional, balancing sensuality with polish.

internal use only

Miss AP.

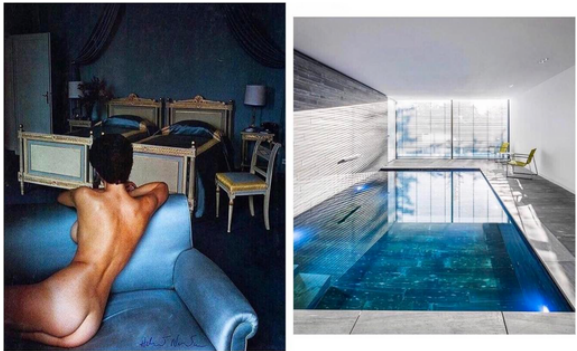
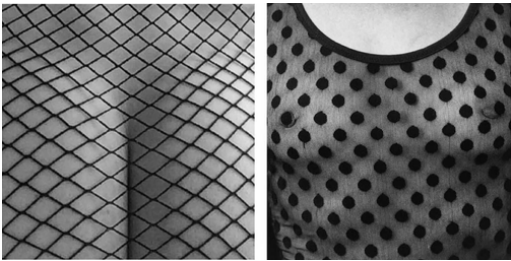
creative direction

(lighting)

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(pg 3)

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Lighting + Atmosphere —

lighting plays a key role in sculpting the campaign’s mood. a mix of soft directional lighting with bold, strategic highlights creates an interplay of shadow and glow. the body is illuminated just enough to feel tangible, while reflections and layered compositions add depth and movement.

- diffused glow – a soft, dreamlike haze that enhances skin and fabric.
- bold shadows – framing the body like sculpture, creating contrast.
- mirrored + reflective elements – distorted reflections to amplify the surrealist tone.



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concept continued

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timeless like a painting...young edgy lux.

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Miss AP.

creative direction

(set + styling)

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(pg 5)

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Numero — 1
+
styling note — AP sleeping mask carefully
arranged to cover model's buttox



Set + Styling —

the world of *Miss AP* channels lavish decadence. every detail is intentional—plush boudoirs, mirrored vanities, cascading silk sheets. the viewer is transported—we want to be where she is, we want to look how she looks. styling plays on contrasts: structured corsetry with fluid silk robes, lace with leather, classic lingerie silhouettes subverted in unexpected ways. the styling isn't about what's being revealed, but how.

- set design: high-glamour interiors, vintage-meets-modern, controlled decadence.
- wardrobe styling: corsetry with sheer layers, thigh-high stockings, silk robes draped over lingerie.
- hair + makeup: softly sculpted waves, controlled chaos, glowing skin with a defined eye.



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Miss AP.

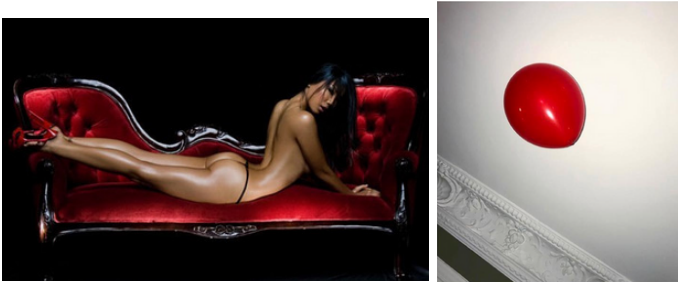
creative direction

(content)

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(pg 6)

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How This Translates Into Content —

this campaign extends beyond print and digital into motion, making it a fully immersive AP moment.

- print & OOH — cinematic stills that hold tension—posed but never static, playing with depth, shadow, and exaggerated composition.
- behind-the-scenes & editorial extensions — gives depth to the campaign by showing the controlled artistry behind it. luxury editorials featuring talent in extended styling moments.

- 15-second film — a surreal, stylized short where time feels suspended. a woman moves through mirrored reflections, slipping in and out of frames like an illusion. close-ups of silk draping over skin, heels stepping onto plush carpets, lips just slightly parted. the motion is fluid + deliberate, amplifying the dreamlike atmosphere.
- social & digital cutdowns — bite-sized versions for instagram, tiktok, and AP’s digital platforms. high-impact, visually driven, and loop-worthy.



internal use only

Miss AP.

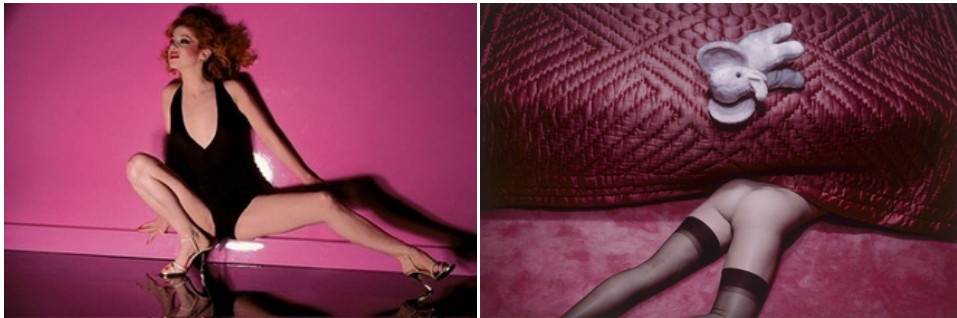
creative direction

(creative justification)

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(pg 7)

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Why This Works for Agent Provocateur —

Miss AP is not a reinvention—it’s a refinement of what agent provocateur already does best. it keeps the brand’s signature aesthetic—luxury, sex appeal, and attitude—but sharpens the storytelling. instead of focusing on overt seduction, it builds a world around the AP woman, making her the director of her own fantasy. it’s aspirational, visually stunning, and expands the AP universe without diluting its edge. *Miss AP* is not just a lingerie campaign—it’s a mood, a world, an invitation to indulge in a more decadent version of oneself, offering a campaign that is...

- deeply rooted in AP’s DNA — luxurious, provocative + visually irresistible.
- aesthetic-forward but commercially viable — highly stylized but still wearable and aspirational.
- culturally relevant — taps into the resurgence of hyper-feminine aesthetics while avoiding nostalgia or cliché. elevated—not gimmicky.
- scalable across formats — print, digital, motion—all translating seamlessly into an immersive brand moment.

Miss AP is agent provocateur at its most powerful—staged, seductive, and entirely unforgettable. be iconic.

internal use only



photo direction (continued)

*Agent
Provocateur*

timeless like a painting...young edgy lux.

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Miss AP.

creative direction

(photo)

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(pg 9)

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Photo Direction —
additional photo references.

Numero — 1
+
mirrored reflection framing the
subject in soft focus



Numero — 2
+
full-body, frontal image of woman
centered in the frame, standing
strong + composed...a balance of
softness + power. there's a still,
sculptural feel to the pose

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creative direction

(photo)

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(pg 10)

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Numero — 1
+
product flat details—pasties, cups, accessories—
side-by-side intimate texture study of butt, hands,
silk, etc.

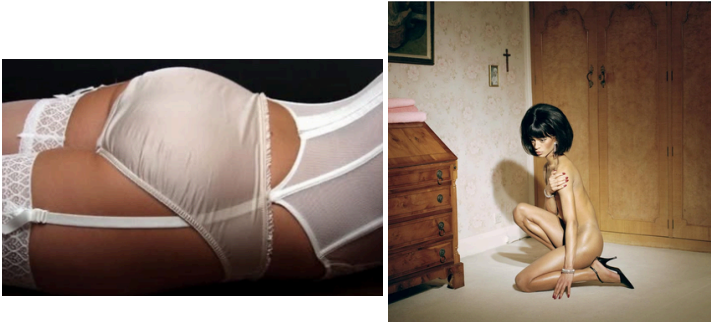
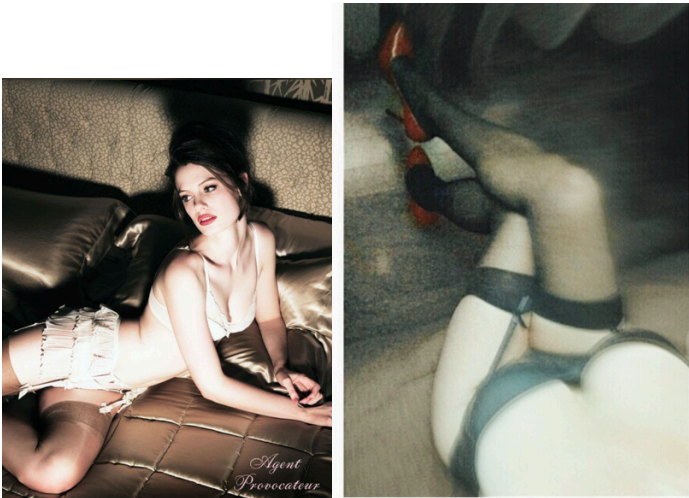


Photo Direction —
additional photo references.



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(photo)

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(pg 11)

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Numero — 3
+
gesture frozen between command + invitation—body language becomes the message, power held in posture



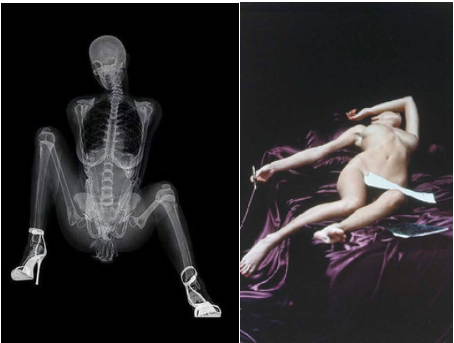
Photo Direction —
additional photo references.



Numero — 1
+
role reversal + dual character framing—activates the dynamic and flips the expected gaze, injects narrative



Numero — 2
+
butt lines, post-seated shot— indentations from the chair leave marks on AP panties + butt cheeks



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creative direction

(photo)

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(pg 13)

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Numero — 1
+
surreal low angle stare-down—legs parted, perspective flipped



Numero — 1
+
her body becomes part of the exhibition—walking into her own projection real and imagined versions collide

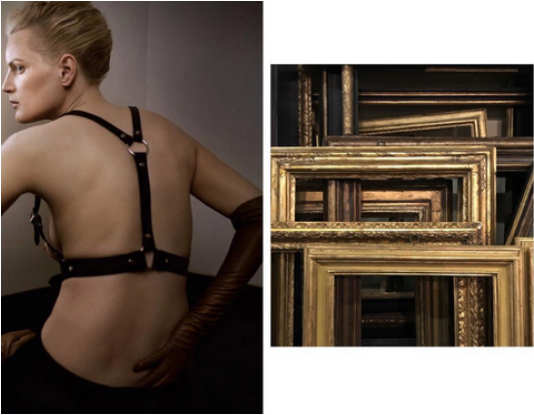
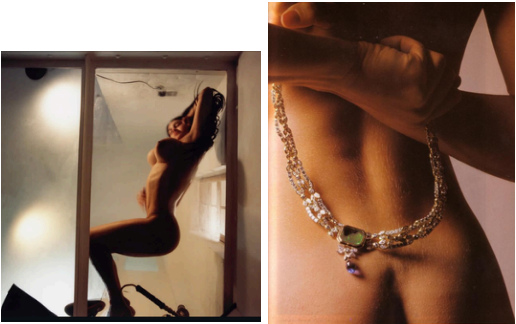


Photo Direction —
additional photo references.



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creative direction

(photo)

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(pg 14)

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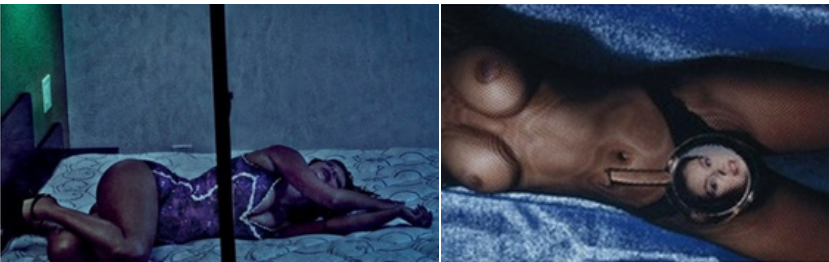


Photo Direction —
additional photo references.



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creative direction

(photo)

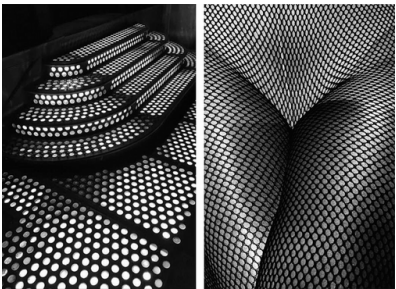
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(pg 15)

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Photo Direction —
additional photo references.



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creative direction

(photo)

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(pg 16)

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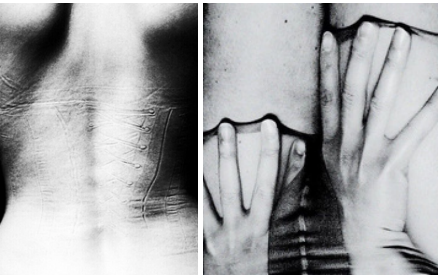


Photo Direction —
additional photo references.



internal use only



appendix

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timeless like a painting...young edgy lux.

internal use only



Miss Ap. The Swim Chapter

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a seamless extension of the campaign world...
the fantasy continues—now at the water’s edge.

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Miss AP.

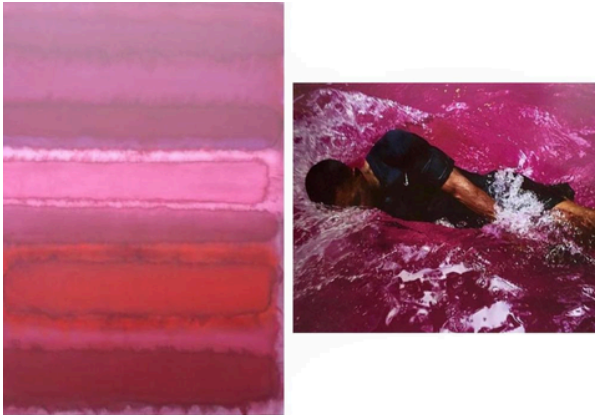
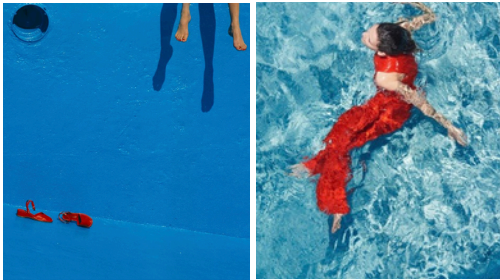
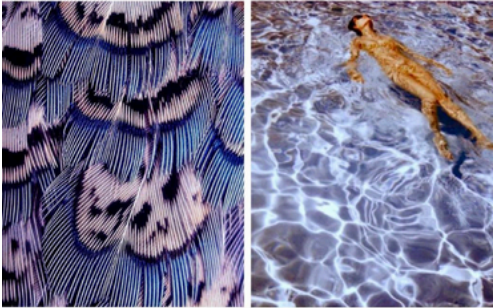
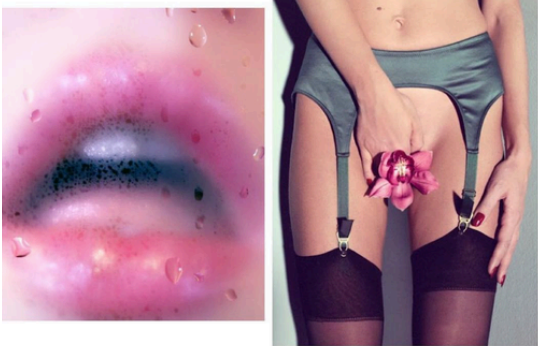
creative direction

(swim overview)

internal use only

(pg 19)

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Swim Concept Overview —

set in the same visual universe as *Miss AP*, this swimwear story picks up where the lingerie leaves off. the world is just as composed: wet skin replaces satin textures, mirror reflections ripple on water, pool tiles echo the geometry of vintage boudoirs. it's the same woman + power—just refracted through a new lens.

the styling shifts with the setting—strappy silhouettes, sheer swim wraps, dramatic eyewear. the color palette remains bold—black, blush, crimson—with added iridescence and sunlit glints. still surreal. still seductive. still unmistakably agent provocateur.



internal use only

Miss AP.

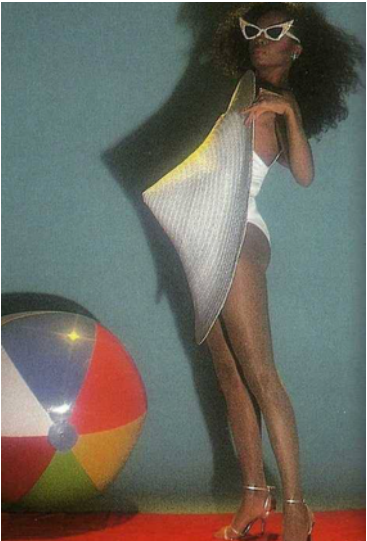
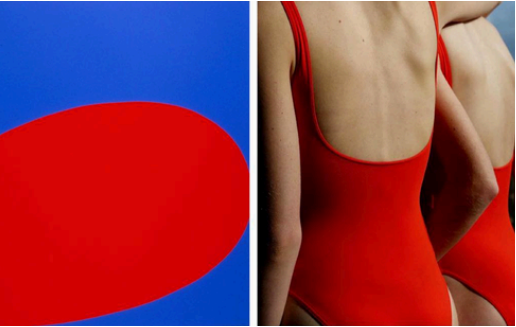
creative direction

(swim overview)

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(pg 20)

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Seamless Visual Extension —

the dream continues through the swimwear story, which lives in the same surreal, hyper-feminine universe as *Miss AP*. it unfolds at the edge of a pool, on tiled terraces, through mirrored windows and waterlines. styling, lighting, and composition remain just as meticulous.

we carry over the same symbols—reflections, stillness, art direction. the woman is the same; her environment has evolved.



internal use only

Miss AP.

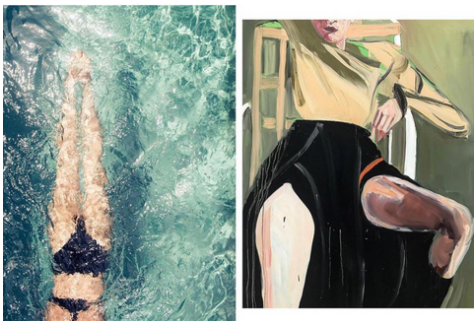
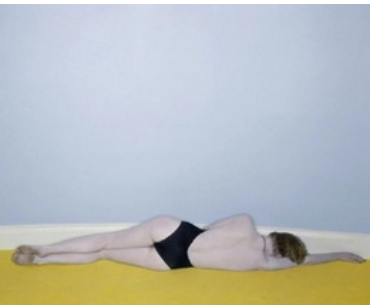
creative direction

(swim overview)

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(pg 21)

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Visual Notes —

- shot at the same location for continuity—interiors transition into a dreamlike poolside setting
- glamorous swim looks styled with intentional tension—undone towels, water-beaded skin, and unexpected accessories
- play of wetness and light—reflections in water, golden-hour shimmer, backlit silhouettes



internal use only

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creative direction

(photo)

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(pg 22)

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LOUIS VUITTON

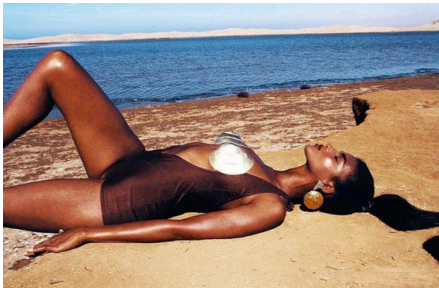
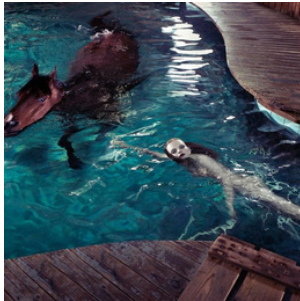
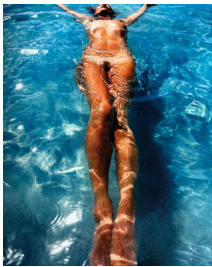


Photo Direction —
additional photo references.



Miss AP.

creative direction

(photo)

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(pg 23)

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Photo Direction —

additional photo references.



Miss AP.

creative direction

(photo)

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(pg 24)

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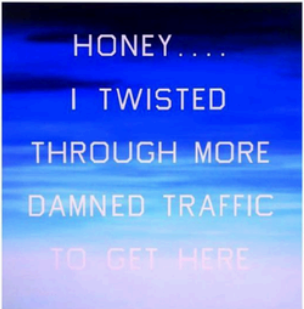


Photo Direction —
additional photo references.



Miss AP.

creative direction

(photo)

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(pg 25)

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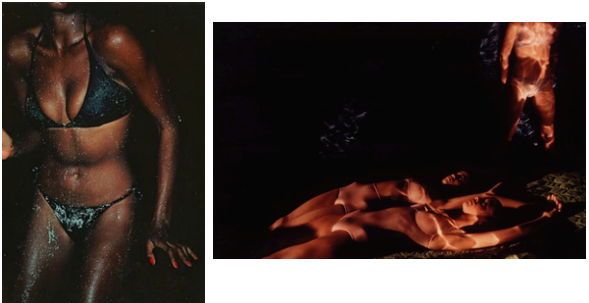


Photo Direction —
additional photo references.



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Thank You

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