

PHOS

2026

The Social Media
Photo & Video
Production

9-12.2.2026



AIMILIA PAPATHANASOPOULOU

LUXURY MarComms
CONSULTANT

Outdoor Spaces

Each model should have a more “winter” outfit (top row) and a summery one (bottom row)

Winter Mood

Layered but light. Soft knits, linen blends, and textured fabrics that respond beautifully to natural light. Neutral tones with subtle depth — ecru, warm beige, stone, olive, grey, muted browns. Styling feels protective yet effortless, suitable for cooler seaside days.

Summer Mood

Airy, sun-washed silhouettes. Linen dresses, relaxed shirts, open necklines, and fluid trousers. Colours are lighter and warmer — off-white, sand, faded olive, sun-bleached neutrals. Movement is key, allowing fabrics to flow with the wind and body.

The logo consists of the letters 'A' and 'P' in a bold, white, sans-serif font. The 'A' is tall and narrow, while the 'P' is shorter and wider, with a thick vertical stem and a curved top.

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Restaurant & Party Vibe

Each model should have a more “winter” outfit (top row) and a summery one (bottom row)

Winter Mood

Refined and understated elegance. Tailored yet relaxed pieces with a focus on texture rather than formality. Linen suits, soft blazers, elevated knits, and clean silhouettes. The palette remains neutral, enhanced by depth and shadow.

Summer Mood

Evening ease with Mediterranean sensuality. Light fabrics, open silhouettes, and subtle skin exposure. Dresses and shirts feel effortless but intentional, designed for long dinners, conversation, and movement. Styling is confident, never excessive.

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Frugal chic —
outfit ideas

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Men

Relaxed masculinity with clean lines. Linen shirts in ecru and beige paired with chinos or relaxed trousers. Fits are easy, never tight. Suede loafers and leather sneakers add softness and texture, reinforcing a refined yet natural presence.

Women

Feminine without being precious. Dresses with a sexy yet relaxed attitude create a timeless Mediterranean casual-chic look. Heels and flat leather sandals ground the outfits in sensuality, authenticity and ease.



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Kids

Each model should have a more “winter” outfit and a summery one

Playful but aligned with the adult aesthetic. Comfortable. Outfits allow freedom of movement and feel natural within the environment — nothing overly styled.

We can use both earthy tones and colours for the children.

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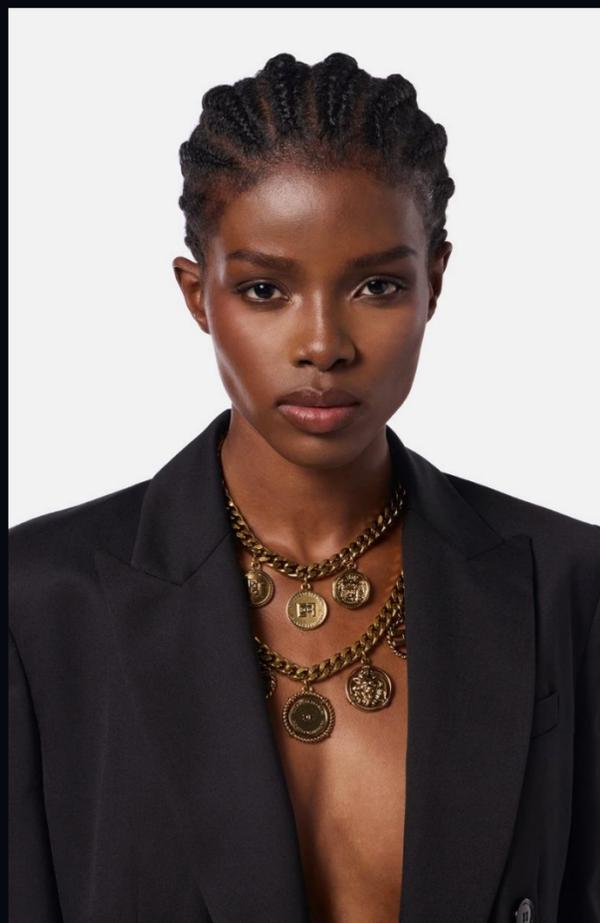
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Jewelry examples



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Shoes examples



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THANK YOU

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