

Portfolio Entry

Luxury Sunglasses Commercial

Project Title

Luxury Sunglasses Commercial — AI-Directed 15s Vertical Ad

Your Role

Creative Director — Visual & Concept Direction for AI-Generated Product Commercial

Project Description

Directed and produced a 15-second luxury commercial for Gucci GG0529S sunglasses using an AI-driven video pipeline, tackling the challenge of creating scroll-stopping, premium content without a traditional production budget. Wrote the script in ChatGPT Pro, then used Claude Code to orchestrate asset prep, a 6-panel cinematic storyboard, and final video generation through Higgsfield (GPT Image 2 + Seedance 2.0). Delivered a polished 1080p, 9:16 vertical video with native soundtrack in under an hour — proving a fast, repeatable AI production workflow for future campaigns.

Skills and Deliverables

- 1 AI Video Production (Higgsfield, Seedance 2.0)
- 2 Creative Direction & Scriptwriting
- 3 Storyboarding & Visual Concept Design
- 4 AI Workflow Orchestration (Claude Code)
- 5 Product & Brand Video Marketing

Recommended Content to Add

- Finished 15-second commercial video (Gucci_GG0529S_Commercial_15s_9x16.mp4)
 - 6-panel storyboard image (Storyboard_6Panel_Gucci_GG0529S.png)
 - Before/after comparison: original product photo vs. final commercial frame
 - Production script (text)
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Alternatives

Alternative Titles

- 1 AI-Directed Luxury Product Commercial (15s Vertical Ad)

2 Gucci GG0529S: AI-Generated Fashion Commercial

Alternative Descriptions

Professional tone:

Led the creative direction and production of a 15-second vertical commercial for Gucci GG0529S sunglasses, leveraging an AI-assisted video pipeline (ChatGPT, Claude Code, Higgsfield) to deliver a broadcast-quality asset — from script to final 1080p render — in under one hour, without traditional crew or studio costs.

Creative tone:

Gold frames, golden hour, zero crew. In under an hour, I turned a single product photo into a cinematic 15-second luxury ad — scripting the story, directing the AI storyboard, and rendering a scroll-stopping vertical commercial that looks like it came straight off a runway set.