

DARIA

AI CREATIVE STUDIO

Campaign-quality film and stills for brands and products, produced entirely with AI.

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THE WORK IN THIS DECK

Every frame AI generated. **None real photographed.**

No studio booking, no casting call, no location scout, no reshoot.
Only your product and idea, and we build the campaign around it.



Three kinds of work, one standard

Product & brand films

Branding aware and product specific video ad, cut for social, retail screens and paid media.



Campaign stills

Hero images and full supporting sets, covering every mood, market and season you sell into.



Lookbooks & catalogue

A consistent cast across an entire range, built from the catalogue images you already own.



The campaign, without the shoot.

01

A fraction of a traditional shoot cost

Your budget goes into ideas and craft instead of day rates, rentals and logistics.

02

No studio, models or crew to book

No calendars to align, no usage rights to renegotiate, no weather to lose a day to.

03

Any market, season or location on demand

Summer in November. A different city for each market. A new season without a new production.

Selected work

Desigual

Chilli Beans

Clarins

Dreamies

Cookies

Havaianas

Escudo

Blue Banana

Manucurist

Toothpaste

Desigual — Look 01

Three flat catalogue images became a styled editorial set, cast and lit as a single story.



REAL PRODUCT

Client catalogue shots of real products.



Desigual — Look 02

Five separate products, styled into one look and carried by a single consistent AI model.



REAL PRODUCT

Every item kept true to the original.



Desigual — Look 03

Print, gradient and drape hold at full resolution — the detail a buyer zooms in on.



REAL PRODUCT

Front and back, exactly as supplied.



Escudo

Cinematic campaign film for Escudo, built around a refined sailing lifestyle narrative.



REAL PRODUCT

It is subtly integrated into the story, revealed naturally in the final moments.



Cookies

AI-produced product campaign, combining natural styling, warm visual direction and appetizing product-focused imagery.



THE BRIEF

ASKED FOR

Appetite-led pack shots for a cheese-and-tomato biscuit, warm and rustic, shelf-ready.

GIVEN

Packaging artwork only. No photography, no props, no location.

DELIVERED

Five finals across landscape and portrait, consistent light and surface throughout.

Blue Banana

Cinematic campaign film for Blue Banana, set against a dramatic mountain landscape and centered around the brand's signature blue hoodie.



REAL PRODUCT

Four pieces, one drop.



Chilli Beans

AI-produced fashion campaign for Chilli Beans, featuring editorial portraits with the sunglasses precisely integrated into each image.



REAL PRODUCT

Supplied sunglasses images



Clarins

A fifteen-second serum film built from a single bottle — texture, glow and a cast matched to the line.



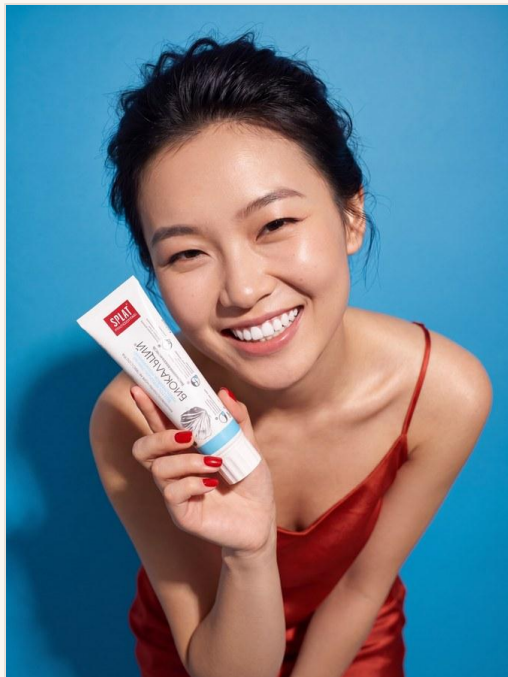
REAL PRODUCT

The bottle, label and cap stay exact.



Toothpaste

Art-directed AI product campaign for a whitening toothpaste, combining clean beauty aesthetics with refined product-focused imagery.



THE BRIEF

ASKED FOR

Bright, confident hero images for a teeth whitening line, on one colour backdrop, with the product legible.

GIVEN

The tube and a colour direction.

DELIVERED

Two finals ready for pack, press and paid social.

Havaianas

Brand campaign for Havaianas showcasing the versatility of the iconic footwear across diverse lifestyles and settings.



REAL PRODUCT

The full colourway range to choose.



Dreamies

Playful AI brand film for Dreamies, inspired by the brand's distinctive humorous tone and visual identity. A stylized approach focused on character, movement and entertaining storytelling rather than photorealism.



REAL PRODUCT

Package supplied by the client.



Manucurist



Built for the social media ad

Vertical beauty film created for Manucurist, positioning the manicure as an essential element of the overall look.

REAL PRODUCT

Bottle and shade reference.



SECTION TWO

How we work

01

Briefing

02

Creative Direction

03

AI Development

04

Content Generation

05

Refinement

06

Delivery

Understand the brand, then find the idea.

01

Briefing

We start by defining the creative direction, objectives, deliverables and visual requirements. We align on the brand, target audience, references, products, formats and key expectations before moving into production.

02

Creative Direction

We develop the visual concept and establish the creative direction for the project. This includes mood, composition, styling, environments, lighting, camera language and overall visual storytelling.

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Build the cast, then build the campaign.

03

AI Development

We build and prepare the elements required for production — including AI models, environments, products, characters, styling and other visual assets. Each element is developed and refined to match the approved creative direction.

04

Content Generation

Once the visual system is approved, we move into production. Images and video sequences are generated, tested and refined to achieve consistency across the campaign while maintaining the intended art direction and product accuracy.

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Finish to standard, then hand it over.

05 Refinement

The selected outputs go through detailed post-production and final refinement. This may include compositing, retouching, colour adjustments, image cleanup, motion refinement and other finishing work required for the final result.

06 Delivery

Once the final assets are approved, we prepare and deliver the agreed files in the required formats and specifications, ready for use across the intended channels.

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Feedback & Approvals

Feedback and revisions are included throughout the process. Each stage is reviewed and approved before we move to the next one, keeping the production focused and efficient.

Once a stage has been approved, changes to previously approved elements may require additional production. For example, changing the model at the final stage may require the campaign to be regenerated from an earlier stage and will therefore be quoted separately.

We never change the product.



Everything around the product is generated. The product itself is held to the reference you send us.

Held to reference

Silhouette and cut. Print and pattern. Colour and gradient. Hardware, trims and logo placement.

Generated

Cast, models, styling, location, light, weather, season, camera and grade.

Ways to work with us.

ONE PRODUCT

Single image

One film or one stills set for a single product.
The fastest way to see the work on your own SKU.

FIXED PRICE PER ASSET

ONE CAMPAIGN

Visual set

A film or a stills set, one idea carried across every placement.

SCOPED PER CAMPAIGN

ALWAYS ON

Custom Campaigns

Custom productions combining photography, video, multiple products, models or complex environments.

DEPENDING ON YOUR NEEDS

Let's start with a pilot.

Pick a single SKU. We will run it through the whole process so you can judge the work on your own brand rather than on our cases.

01 Send one product and your idea (if you have one)

Existing photography or packaging artwork, plus your brand guidelines. Nothing new needs shooting.

02 We come back with directions

Some concepts written and boarded, for you to choose from before we generate anything.

03 We produce the chosen one

We deliver a finished still, edited and graded..

04 You decide what happens next

If it works, we scale it across the range. And send you the full size pictures.



LET'S MAKE SOMETHING BEAUTIFUL

DARIA

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Send us your product image. We will come back with a direction and if it lands, the finished campaign.

WHAT WE NEED

Product photography or artwork, your brand guidelines, and where it needs to run.

WHAT YOU GET BACK

Concepts first, then a finished film or stills set in any ratio you want.

HOW WE WORK

A small studio. You talk to the person making the work, start to finish.