A JEWELRY FILM WITH A MAGICAL TWIST

A little magic.
A lasting impression.

An unexpected drop. A floating bracelet. A knowing smile.

A shot-by-shot presentation built from the supplied film, with visual direction, edit timing and campaign intent.

16.04 SEC / LANDSCAPE / 24 FPS







01 / WHY THIS FILM EXISTS

Make the bracelet the moment.

Start with a bracelet falling from a cafe table. Turn the small mishap into a magical product reveal, then let the woman's confidence and the man's surprise complete the story.



01

Set up the encounter

A handbag nudges the bracelet off the table. The woman walks away, and a man notices something near the ground before approaching her.

02

Reveal the magic

Her small hand gesture leads into the bracelet lifting from the pavement. Its floating rotation gives the jewelry a dedicated close-up.

03

End on character

Show the bracelet back on her wrist and let her restrained smile contrast with the man's surprised response. The reaction becomes the final beat.

INTENDED TAKEAWAY

Creative message: a small piece of jewelry can become the unforgettable centre of an encounter.

02 / THE FILM AT A GLANCE

From a dropped bracelet to a magical return.

01 The handbag nudges the bracelet away
00:00.000 - 00:01.625 / 1.62 s

02 The bracelet is left on the pavement
00:01.625 - 00:04.167 / 2.54 s

03 A passerby notices and approaches
00:04.167 - 00:05.708 / 1.54 s

04 She answers with a small gesture
00:05.708 - 00:08.208 / 2.50 s

05 The bracelet lifts from the ground
00:08.208 - 00:09.750 / 1.54 s

06 A floating jewelry close-up
00:09.750 - 00:12.917 / 3.17 s

07 Back on her wrist
00:12.917 - 00:14.708 / 1.79 s

08 His surprise is the final impression
00:14.708 - 00:16.042 / 1.33 s

FORMAT: 1920 x 1080 px / 16:9 / 24 fps / 16.042 seconds / Cinematic jewelry vignette

Source frames and edit order are preserved. Eight storyboard beats cover seven shots: beats 05 and 06 divide one continuous lift-and-rotation shot at 00:09.750. Dialogue is not transcribed; story function and production direction are editorial notes.

03 / STORYBOARD **SHOT 01**

The handbag nudges the bracelet away

00:00.000 - 00:01.625 / 1.62 SEC



Frame at 00:00.375



Frame at 00:01.250

ACTION

A woman in a white dress lifts a cream handbag from a small cafe table. A delicate bracelet lies near the brass-colored rim. As the bag moves across the edge, the bracelet slips off and falls out of view.

FRAMING & MOVEMENT

Use a tight tabletop view with the bag dominating the left and centre, her hands above it and the bracelet near the lower edge. Finish with a fast downward camera move following the drop.

STORY FUNCTION

Introduce the jewelry through a simple physical event and create the reason for the encounter that follows.

PRODUCTION DIRECTION

Keep the bracelet visible before the bag reaches it. Preserve the cream leather, metal table edge and warm daylight. Carry the downward motion through the blurred transition to the pavement shot.

03 / STORYBOARD **SHOT 02**

The bracelet is left on the pavement

00:01.625 - 00:04.167 / 2.54 SEC



Frame at 00:02.042



Frame at 00:03.667

ACTION

At ground level, the bracelet lands on the pale stone pavement and settles. The woman's white heels move away in the background while the jewelry remains alone in the foreground.

FRAMING & MOVEMENT

Hold a low, shallow-focus view along the paving joints. Keep the bracelet sharp near the lower centre and her retreating legs soft above it, with cafe chairs and long shadows behind.

STORY FUNCTION

Separate the woman from the object and give the audience a clear view of what she has left behind.

PRODUCTION DIRECTION

Preserve the landing and settling motion before holding on the bracelet. Let the receding footsteps remain in frame so the departure reads without an additional wide shot.

03 / STORYBOARD **SHOT 03**

A passerby notices and approaches

00:04.167 - 00:05.708 / 1.54 SEC



Frame at 00:04.375



Frame at 00:05.417

ACTION

A dark-haired man in a brown jacket approaches behind the woman. He looks toward her, lowers his gaze toward the pavement and extends one hand as she passes through the foreground.

FRAMING & MOVEMENT

Use a medium view with the woman soft at the left edge and the man in focus beyond her. Retain the stone columns, cafe seating and street buildings to establish their shared location.

STORY FUNCTION

Introduce the observer and motivate the woman's turn back toward the dropped bracelet.

PRODUCTION DIRECTION

Keep his downward glance and open-hand gesture readable. Preserve the foreground separation and his approach; the source does not show him picking up the bracelet.

03 / STORYBOARD **SHOT 04**

She answers with a small gesture

00:05.708 - 00:08.208 / 2.50 SEC



Frame at 00:06.292



Frame at 00:07.792

ACTION

The woman turns from a rear view to face the man. Her initial surprise settles into a calm expression. She extends her arm, raises two fingers and draws them downward in a controlled beckoning gesture.

FRAMING & MOVEMENT

Use a medium close-up against the stone wall and dark doorway. Keep her face, white draped dress and gesturing hand together, with the hand entering the lower foreground.

STORY FUNCTION

Set up the magical action through a deliberate movement rather than an explanatory title or prop.

PRODUCTION DIRECTION

Preserve the turn, the change in expression and the two-finger movement as one continuous performance. Match her loose updo and fine dress straps to the surrounding shots.

03 / STORYBOARD **SHOT 05**

The bracelet lifts from the ground

00:08.208 - 00:09.750 / 1.54 SEC



Frame at 00:08.292



Frame at 00:09.500

ACTION

Return to a ground-level view of the bracelet with the woman standing beyond it and a man crossing nearby. The chain tips upright, rises off the pavement and begins drifting toward the camera as its charms swing.

FRAMING & MOVEMENT

Start wide and low, with the bracelet small in the foreground and the figures visible from the legs upward. Let the floating object grow in frame while the cafe remains behind it.

STORY FUNCTION

Pay off her gesture and transform an everyday dropped object into the centre of a magical reveal.

PRODUCTION DIRECTION

Continue directly from her gesture into the lift. Preserve the gradual rise and independent charm movement. This beat flows into the following close-up without a cut.

03 / STORYBOARD **SHOT 06**

A floating jewelry close-up

00:09.750 - 00:12.917 / 3.17 SEC



Frame at 00:11.083



Frame at 00:12.333

ACTION

The bracelet floats close to the lens and turns slowly in the air. Its linked chain, oval green centre stone, clear leaf-shaped drops and pale pink round stone come into view before the rotation reveals the reverse sides of the settings.

FRAMING & MOVEMENT

Continue the same shot into a shallow-focus product close-up. Keep the bracelet isolated against the increasingly soft cafe, figures and warm highlights, allowing the tilted loop to rotate within the frame.

STORY FUNCTION

Give the jewelry its main beauty moment, revealing shape, color and reflective detail within the story.

PRODUCTION DIRECTION

Preserve the green centre, pale stone, hanging drops and moving chain. Let the highlights travel across the settings during the rotation. Keep the surroundings soft and avoid adding text over the product.

03 / STORYBOARD SHOT 07

Back on her wrist

00:12.917 - 00:14.708 / 1.79 SEC



Frame at 00:13.500



Frame at 00:14.333

ACTION

Cut back to the woman's extended hand. She brings her forearm across her chest, revealing the bracelet around her wrist, then looks toward the man with a small, knowing smile.

FRAMING & MOVEMENT

Use the established medium close-up against the stone wall. Keep the raised wrist in front of her white dress, with her face above it and the dangling charms clearly separated from the fabric.

STORY FUNCTION

Complete the magical return and show the jewelry being worn naturally by the central character.

PRODUCTION DIRECTION

Match her hand position to the earlier gesture and let the wrist settle across the chest. Preserve the understated smile and visible green stone. The fastening itself is not shown in the source.

04 / THE FINAL IMPRESSION

His surprise is the final impression

00:14.708 - 00:16.042 / 1.33 SEC



Frame at 00:14.875



Frame at 00:15.792

ACTION

Reverse to the man facing her. He reacts with widened eyes, raised brows and an open mouth, then leans forward as his expression becomes animated. Her raised wrist remains visible in the foreground.

FRAMING & MOVEMENT

Use an over-the-shoulder medium close-up, with her back and bracelet-bearing arm on the left and his face sharp on the right. Retain the stone arcade and distant street in soft focus.

STORY FUNCTION

End the scene on a human reaction that confirms the bracelet's unexpected impact and leaves the encounter playful.

PRODUCTION DIRECTION

Preserve his shift from surprise to an animated response and keep the bracelet in the foreground. End on the supplied reaction; the film has no separate product title, logo or website card.