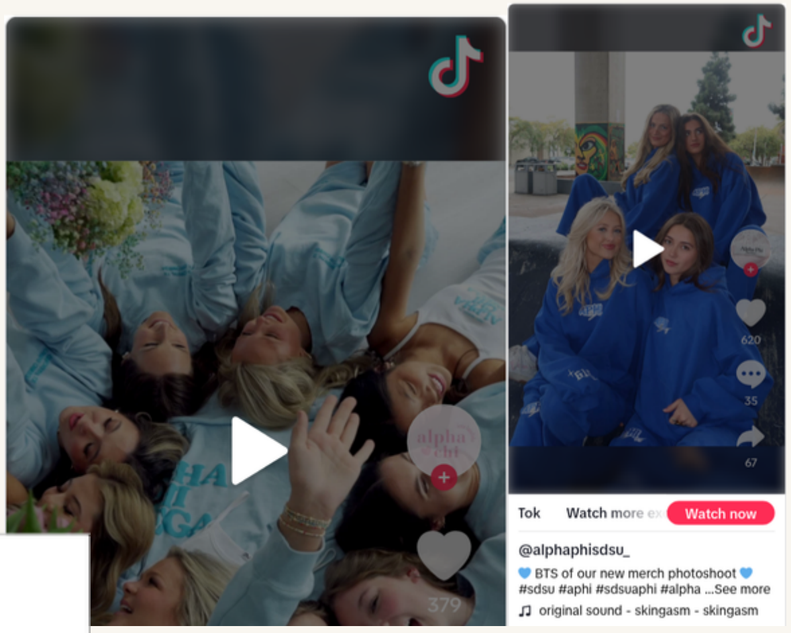
ALPHA PHI

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MERCH REVEAL CONTENT 2026

TIKTOKS TO FILM - APHI ACCOUNT

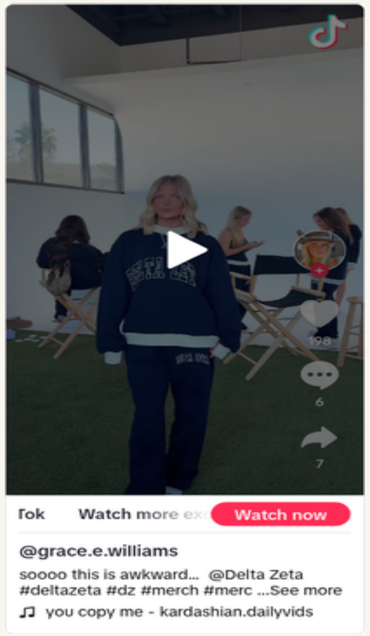


Montage Clips

all girls involved

both videos as inspo of the

shots we want

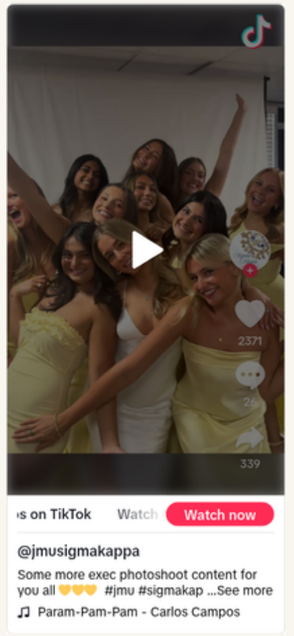


Outfit Copying Tiktok

Izzy Atlas speaking

yellow stirped set with other girls

in that set

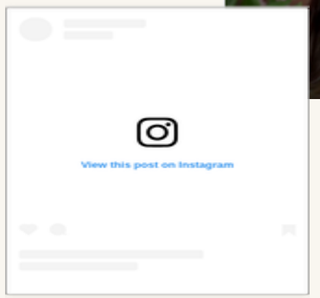


Good Spot for a Photo

Michelle Bernardinello speaking

grey scuffers set

other girls in grey set



reel idea

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CREATIVE DIRECTION-



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WHAT'S THE VIBE?

I want this shoot to feel like cool girl meets creative studio. I really want to pull inspo from Phe Phe and other sorority merch drops, but make it feel super Alpha Phi and like our own brand. I want a mix of clean campaign shots with more candid, behind-the-scenes moments like mood boards, sketches, styling, and girls just naturally interacting. Overall I want it to feel cool, girly, a little Y2K, effortless, and super fashion-forward rather than a typical sorority merch shoot.







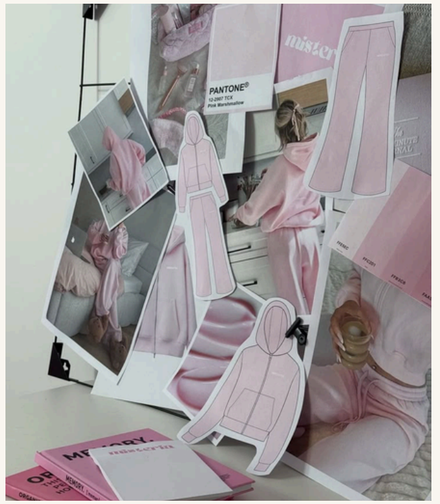
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WHAT'S WE NEED TO BRING-

- clothing rack
- stools/ box to sit on







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