

Lillix

"It's About Time"

Record Label: Maverick

Director: Nick Egan

Treatment: Dana Fabbro

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The Style

In this roller-coaster ride of teen spirit, Lillix takes us on a musical escapade of sexy, sassy fun. A buoyant, infectious ode to the carefree spirit of youth, this piece shows how the alluring fun of the Lillix vibe entices an entire city to get its groove on. Inspired by a trendy fashion magazine lay-out featuring Lillix, the vibrant photo spread transitions, unfurling fresh images in a glossy reveal which leads us to a kick ass concert with Lillix in all their rock-girl power.

The Video

As a new day greets the city, we see simple everyday people--from working professionals to pig-tailed teens going about their everyday business. We're seeing a cross section of life here, but through a clean, polished camera lens. Everyone's just a little prettier, a touch more photogenic than average--I'm creating a camera-friendly, and slightly sexier version of the "Monday morning bustle" here.

But while everyone's going about their business as usual, something slightly unusual's going on. In shot after shot, people are all checking out the same fashion magazine, and the cool photo-shoot featuring Lillix. A woman at a bus stop flips the mag's pages, wowed by the stylish images of the band in lay-out.

As the bus pulls up to the stop, a man in a suit disembarks, equally mesmerized by the colorful, full-page shoot of the stylishly attired, provocative band members. The camera moves us by him, as we follow a kid on skateboard, eyes glued to his copy of the mag as he zooms past, a Lillix T-shirt on his back.

As Lillix's playful anthem It's About Time fills the air, we'll cut to the girls rocking out in concert as Louise lays down a heavy bass line and Tasha Ray power chords to the bridge. The girls styling will both provoke and compliment their easy, natural beauty--they'll be fashionable, cool and of the minute.

Meanwhile, every time another person spots Lillix in the magazine shoot, the photos will slowly transition, blossoming before us from still prints to witty, graphic images of the girls--their photo shoots come to life.

The Band's Vignettes

As these images unfold before us, they'll become filmic-vignettes of the girls, taking us on a rollicking, photographic journey. For instance, each girl could have a different backdrop in her shoot to match her personality. From playful plaid for Kim, to hip, swanky vinyl for Tasha Ray, and maybe a fun fur backdrop for Lacey Lee, I'd like to personalize these vignettes to punch up each girl's unique contribution of personality. As well, each vignette is a chance for us to see the girl's interact with friends and each other. For instance, we could portray Louise playing pool with friends or dancing at a club.

With these vignettes I'll be creating real-time "bios", and each will bring that girl's culture, attitude and style to life, making it easy for us to identify her to any audience we choose. Depending on the backgrounds we choose, we'll be able to choose from a rich palette of possibilities, giving each girl, and the band a variety of looks to choose from. The images will be hip and contagious, and the audience will recognize in Lillix a vibrant, confident, sassy cool they want to be part of.

Meanwhile, across town in an auditorium packed with stoked, excited and die-hard Lillix fans, our sassy girl-band takes the stage while a blizzard of confetti showers the audience. Onstage, the girls are a quartet of rocking, rollicking, sexy-as-hell fun. Their styling is both hip and edgy, alluring and fresh--an urban edge to an altogether cool, teen-fashionable look.

A series of match-cuts will move us from the girls in concert, to the girls as magazine images-come-to-life. The music will link the images, providing narrative continuity while we match and transition from stills to

live action. Outside the auditorium, we'll see a haphazardly parked school bus, a Vespa laying on its side, and a hot-dog vendor's cart--all evidence that Lillix's newly inspired have done whatever they have to, to make it here.

Inside the auditorium, we'll key back on Lillix, playing to their out-of-their-mind-with-enthusiasm fans. And in the audience, we'll find our bus driver, Vespa-teen, and working girl digging the groove as Lillix kicks the beat, lyrics filling the place in soulful melody. One of the fans holds up her magazine ad, triumphant she's made it. As we hold on the magazine, it morphs into a close shot of Lillix, the band who's brought a city to life, an auditorium to rock, and four friends together to remind them "It's About Time".