TEA & TEQUILA
sip & swim

CONTENTS

Page

01. Executive Summary

03. Weekly Timeline

05. Photoshoot Research

07. Location Research

09. Visual Narrative

11. **Collaborators**
Josh Pear
Mollie Hosmer
Montanna Luke
Izzy Dobson
Kiara Simmonds

19. **Pre - Shoot**
Call Sheet
Camera Training
Kit
Styling

29. **Post - Shoot**
Contact Sheet
Photoshop Touch up's
Campaignvideo
Premier Pro editing

41. Amplification

45. Challenges

47. Conclusion

Figure 1. Eden Hanna wearing Tea and Tequila, (Hanna, 2024)

Executive SUMMARY

This file breaks down the process in which the realisation of my tactic, Sip & Swim – a collaboration between Tea & Tequila and Frankies Bikinis.

Focusing on this collaboration a campaign and lookbook was produced in order to be used by the brands for social media and website usage along with media press kits for journalists, stylists and stockists.

Throughout this journey, I had the pleasure of working with collaborators to create my vision of this collaboration

Weekly TIMELINE

Week 1

- Tactical Choice
- Started to identify collaborators and reaching out to them
- Starting compiling moodboards and aesthetics

Week 2

- Meeting with Joseph Delaney to discuss practicalities of photoshoot and storytelling
- Planning brief for shoot and sending out call sheet
- Meeting with Montana Luke
- Meeting with Josh Pear
- Meeting with Tom Hall to get training on the Sony FX30 film camera

Week 3

- Final shoot planning
- Finalising styling with Montanna Luke and collected gifting items from my Accessories London
- Shoot

Week 4

- Post production editing in Photoshop and Premier Pro
- Meeting with Allon Kaye to discuss Thank You cards
- Creation of Thank You order cards

Week 5

- Finalising campaign video
- Finishing mock up order
- Finalising amplification

PHOTOSHOOT RESEARCH

Swimwear Campaigns

For the Sip & Swim campaign, I researched global beach-based swimwear shoots to guide the tone, setting, and styling of our own. Exploring editorials, brand campaigns, and lookbooks, I was drawn to the contrast between raw landscapes and polished styling—a balance that reflected both Tea & Tequila and Frankies Bikinis.

The chosen beach setting captured this blend of escapism and authenticity, making the swimwear feel both aspirational and wearable. It became more than a backdrop—shaping decisions around lighting, model poses, colour grading, and props to align with the campaign's mood and lifestyle.

Figure 2-4. Monday Swim, (Monday Swim, 2025)

MONDAY SWIM

Figure 5-7. Kulani Kinis, (Kulani Kinis, 2025)

KULANI KINIS

Figure 8-10. Dipping Daisys, (Dipping Daisys, 2025)

DIPPING DAISYS

LOCATION

Shoeburyness East Beach

Figure 11-16. Shoeburyness East Beach, (Visit Southend, 2024)

Thu	Fri	Sat	Sun	Mon	Tue	Wed
Low	Low	Low	High	High	High	High
04:38am	05:27am	06:04am	12:26am	01:03am	01:36am	02:10am
(0.96m)	(0.83m)	(0.79m)	(5.27m)	(5.33m)	(5.37m)	(5.39m)
High	High	High	Low	Low	Low	Low
10:44am	11:32am	12:14pm	06:35am	07:05am	07:36am	08:11am
(5.08m)	(5.23m)	(5.3m)	(0.77m)	(0.74m)	(0.71m)	(0.72m)
Low	Low	Low	High	High	High	High
04:53pm	05:38pm	06:14pm	12:49pm	01:22pm	01:54pm	02:25pm
(1.47m)	(1.3m)	(1.16m)	(5.34m)	(5.38m)	(5.42m)	(5.44m)
High	High		Low	Low	Low	Low
11:01pm	11:47pm		06:46pm	07:18pm	07:53pm	08:29pm
(5.03m)	(5.19m)		(1.02m)	(0.89m)	(0.79m)	(0.76m)

Figure 17. Shoeburyness East Beach Tide Times, (The Beach Guide, 2025)

After initial research regarding tide times and limited amounts of sun. I decided to choose to shoot at Shoeburyness East Beach. East beach has been awarded a blue flag, meaning it's recognised for its cleanliness and water quality, making the perfect aesthetic background for the shoot. The mix of grassy areas, beach huts and the expanse of space offers flexibility in aesthetics, both natural and rustic.

Being on the east coast and going close to sun rise (5:30am) we are able to catch the early morning light without the added worry of pedestrians and the general public.

VISUAL

NARRATIVE

JOSH PEAR
Videographer

Josh Pear is a UK-based multidisciplinary creative specialising in videography and production. With over a decade of experience, including roles at Global UK and now JamPot Productions, he brings a versatile skill set to each project.

Combining creative direction with technical expertise, Josh helps brands elevate their identity through polished, narrative-driven content designed to resonate across digital platforms.

Figure 18-22. Josh Pear's work, (Pear, 2025)

Figure 23. Josh Pear, (Pear, 2025)

Josh Pear has had the opportunities to film multiple Summer and Winter time balls where he has had the opportunities to interview celebrities and influencers. Alongside this experience, Pear has traeled Europe filming Mark Wright travelling, which has exposed him to multiple filming conditions.

"I've never really done a fashion film so I'm excited to see where I can take this and explore with the brand and location"

MOLLIE HOSMER

Creative Consultant

Mollie Hosmer is a London-based photographer specialising in fashion e-commerce and lifestyle imagery. Known online as @freckfiles, she has built a strong reputation through work with brands like Odd Muse and Office Shoes.

Throughout this project, Hosmer was an invaluable collaborator—providing creative support, insightful feedback, and helping refine the visual direction. Her expertise and attention to detail were key in shaping the final outcome.

Figure 24-27. Mollie Hosmer's work, (Hosmer, 2024)

Figure 28. Mollie Hosmer, (Hosmer, 2025)

"Doing a beach photoshoot can be a challenge, but with the right knowledge and patience it can be amazing"

Mollie Hosmer frequently travels internationally for photoshoots, with destinations including Ibiza and Bali. These experiences have equipped her with valuable expertise in working under varied conditions, particularly when shooting on location at beaches.

MONTANNA LUKE

Stylist

Montanna Luke is a freelance stylist from Australia who focuses exclusively on working with independent and emerging brands. Known for her sharp eye for accessories and her ability to complete a cohesive look, Luke's Australian background also contributes to her expertise in styling swimwear and summer fashion.

"It's not just about the swimwear; it's about how the entire vibe comes together through accessories, textures, and setting"

Figure 32. Montanna Luke, (Luke, 2025)

Montanna Luke has gained styling experience with brands across both Australia and the UK. Since relocating to the UK in 2024, she has also expanded her practice to include remote styling, allowing her to collaborate with clients internationally.

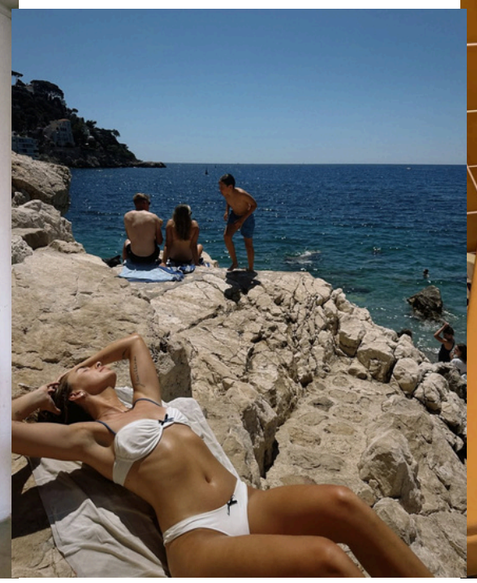
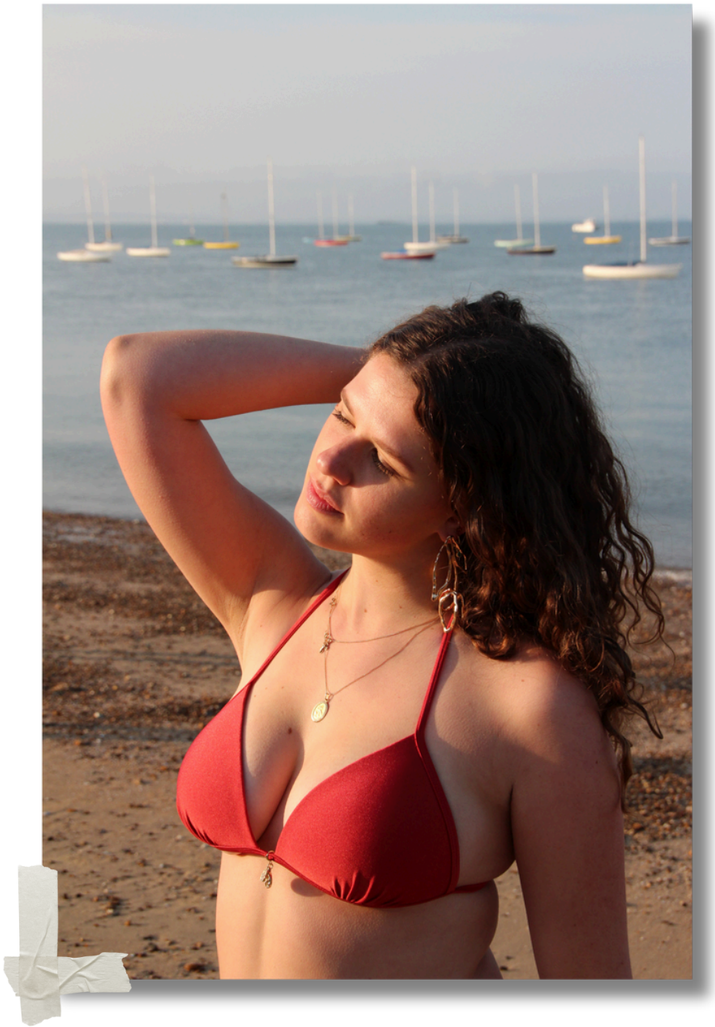


Figure 29-31. Montanna Luke's work, (Luke, 2024)

IZZY DOBSON

Model



Izzy Dobson is a Fashion Public Relations and Communications student at the University of the Arts London, who generously modelled for this project. Her strong belief for body positivity and women's empowerment, combined with her genuine engagement as a consumer of Tea & Tequila, made her an ideal fit for representing the brand and the values behind the Sip & Swim campaign.

KIARA SIMMONDS

Model

Kiara Simmonds, a student at the University of West London, shares the core values behind my Sip & Swim campaign. Her ongoing support throughout my university journey made this collaboration especially meaningful, allowing us to celebrate our shared experiences and creative growth.

Sip & Swim

Call sheet for Lifestyle shoot

Date: 3rd May
Call time: 6am
Wrap time: 9:30am
Location: Shoeburyness East Beach

Team:

Annalise: Photographer/ Model
Josh: Videographer
Izzy: Model
Kiara: Model

Times:

Set up: 6am - 6:15am
15 mins briefing
6:30-7:30am: First looks for all models
7:30-8:30am: Second looks for all models
8:30-9:30: Final looks
9:30-10am: Missed shots

To bring:

Make-up (for touch ups)
Appropriate footwear
Dressing gowns
Water/ Snacks on shoot

PRE - SHOOT

Call Sheet

Ahead of the photoshoot, I prepared a basic call sheet and a moodboard, which I shared with Josh Pear, Izzy Dobson, and Kiara Simmonds, 2 weeks prior to the photoshoot. These materials were designed to communicate the schedule and logistics for the shoot morning, as well as to provide the models with a clear sense of the intended aesthetic, poses, and overall vibe of the campaign.

Check List	
Equipment	
DSLR Camera - Canon 500D	☑
Film Camera - Sony FX30	☑
Monitor	☑
Gimbal	☑
Light Reflector	☑
Sun Deflector	☑
Props	
Fruit	☑
Accessories	☑
Sunglasses	☑
Bags	☑
Digital Camera	☑
Towels	☑
Models	
Makeup	☑
Hairbrush	☑
Dressing Gowns	☑
Appropriate Shoes	☑
Small Mirror	☑
Underwear	☑
Body Lotion/ Glow	☑

CHECKLIST

I also had a printed out checklist, which helped me ensure we had everything we needed on the orning of the shoot.

PRE - SHOOT

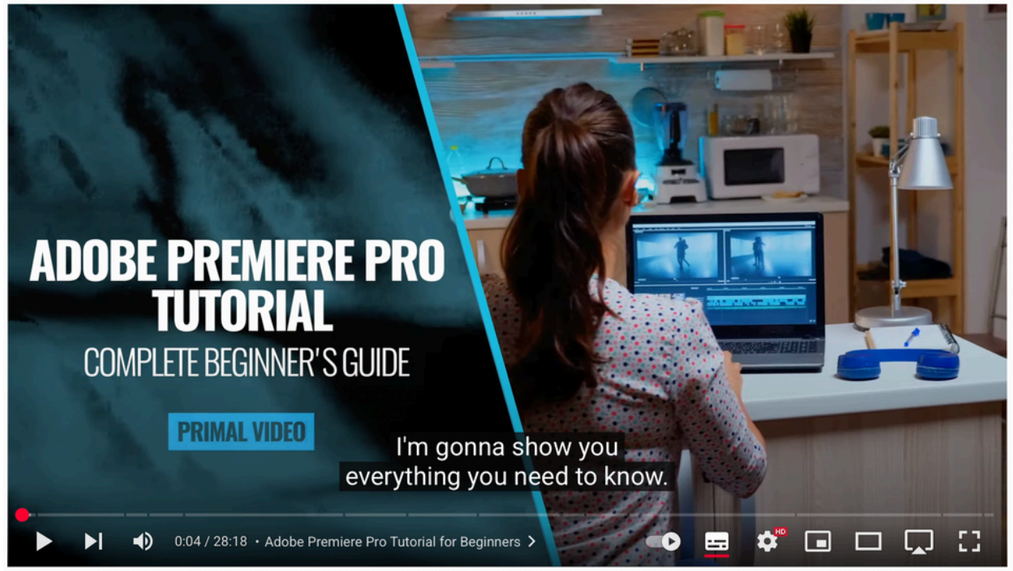
Camera Training

Although Josh Pear had his own equipment and I had access to my Canon 500D DSLR, I chose to train on the Sony FX30 as a backup in case Pear's gear failed. I arranged a session with Tom Hall, a technician at London College of Fashion, who guided me through setup, formatting, and key settings.

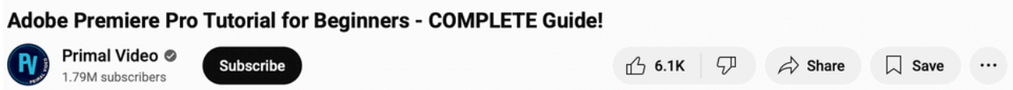
Hall also introduced me to filming with LUTs, which I had only encountered in RAW photography. This expanded my post-production flexibility, especially in colour grading, enhancing the final video quality.

Additionally, I taught myself colour grading in Adobe Premiere Pro through YouTube tutorials, further strengthening my post-production skills.

SONY FX30 TRAINING



PREMIER PRO YOUTUBE TUTORIAL



KIT *Cameras*

CANON 500D

I chose to use this camera for the photoshoot not only due to my familiarity with it, but also because of its ability to simultaneously capture images in both RAW and JPEG formats. This feature provided flexibility in post-production, allowing me the option to engage in comprehensive image editing using the RAW files or, alternatively, to work with the JPEGs for a quicker, more streamlined workflow.

SONY FX30

Josh Pear's setup included the Sony FX30, a gimbal for stabilisation, and an external monitor—chosen to ensure smooth, cinematic footage. The monitor was especially valuable, giving me a clear, real-time view of the shots and allowing for immediate creative input to keep the visuals aligned with the campaign's aesthetic and narrative.

STYLING *Accessories*

In preparation for the shoot, I reached out to My Accessories London, a UK-based brand known for their playful, on-trend designs that aligned well with my Spring/Summer concept. I shared a curated moodboard and outlined the creative direction, highlighting a relaxed, sun-soaked aesthetic with subtle Western influences.

The team responded warmly and agreed to collaborate, sending a beautiful selection of accessories—including cowboy hats and straw bags—that added the perfect finishing touches to the styling and helped bring the entire vision to life.

MY ACCESSORIES
LONDON

Figure 33-40. My Accessories London, (My Accessories London, 2025)

PRE - SHOOT
Styling

UAfter arriving in Essex with the team, I laid out the full bikini and accessory collection. I then consulted with Montanna Luke and the models via phone to discuss which colours and styles best suited each model. After an hour of collaboration, we finalised a curated Tea & Tequila x Frankies Bikinis palette that captured both the essence of the collaboration and each model's individual look.

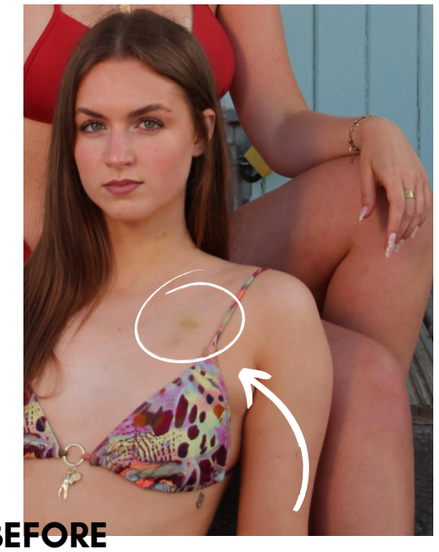
To complete the outfits, we added accessories from My Accessories London and carefully selected jewellery to enhance the overall styling.

CONTACT SHEET

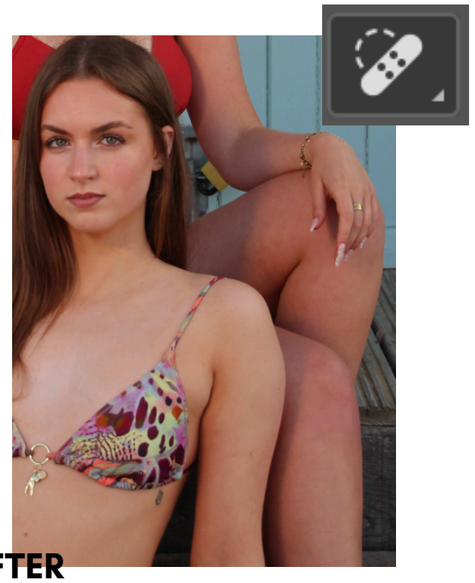
Cannon 500D

POST - SHOOT

Editing - Photoshop

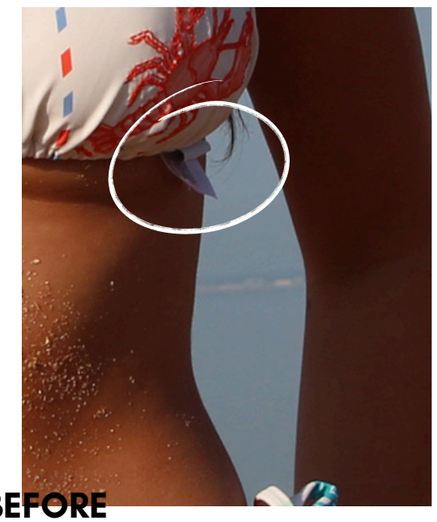


BEFORE



AFTER

During post-production, I noticed a few minor imperfections on the skin, such as bruises and areas of discoloration. To enhance the overall aesthetic and achieve a cleaner, more polished look, I used the Spot Healing Brush tool in Photoshop to retouch these details.



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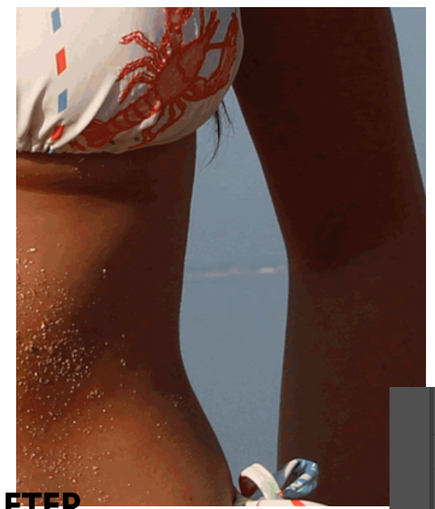
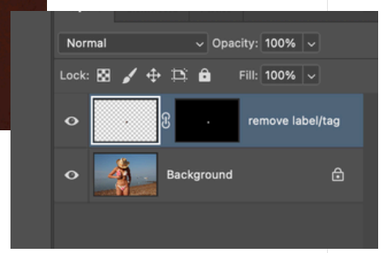
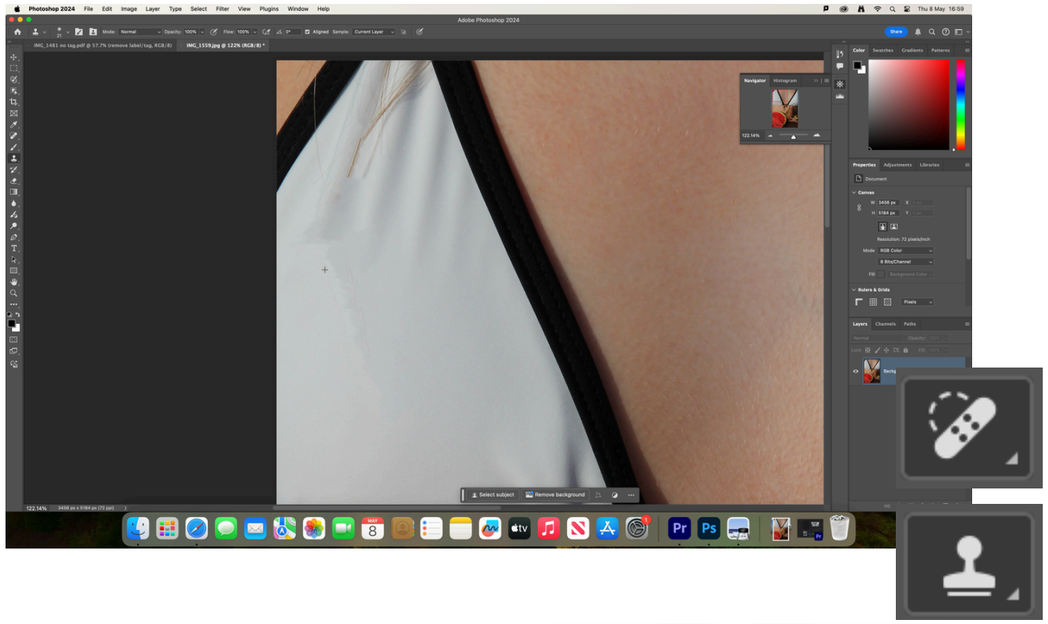


AFTER



Upon closer inspection of this shot, I noticed the clothing label was visible. Using Photoshop's AI Generative Fill tool, I was able to seamlessly remove the label by prompting the software to blend it with the surrounding fabric



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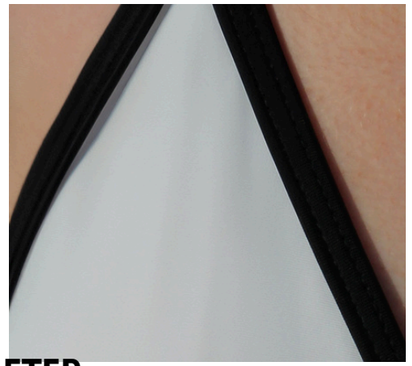
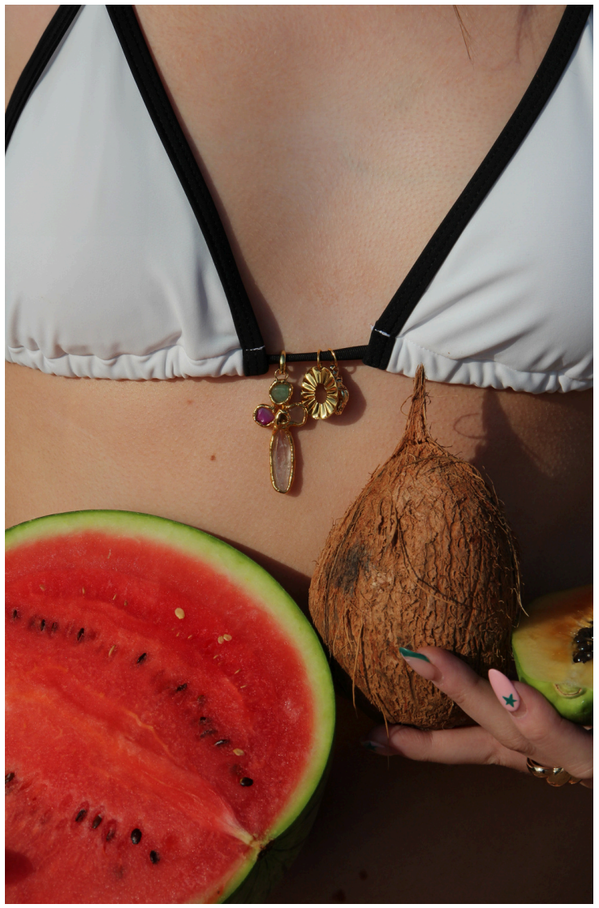
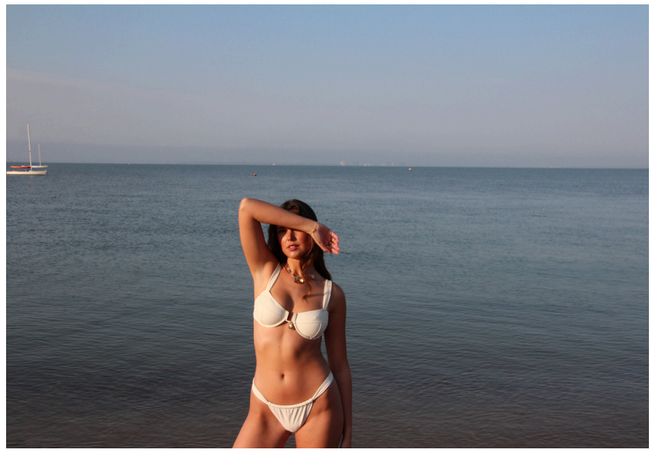
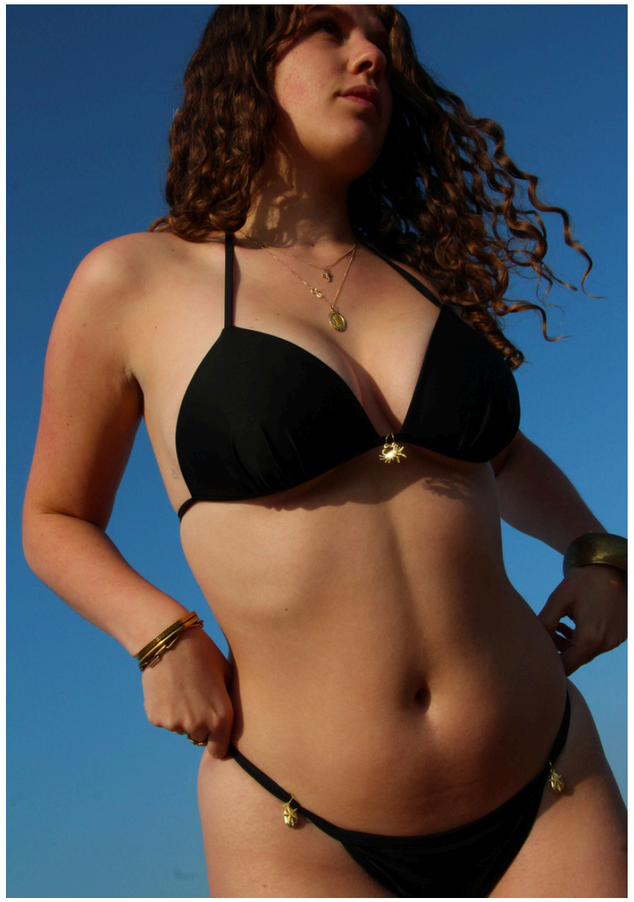


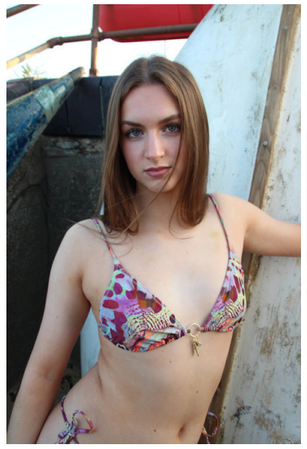
AFTER

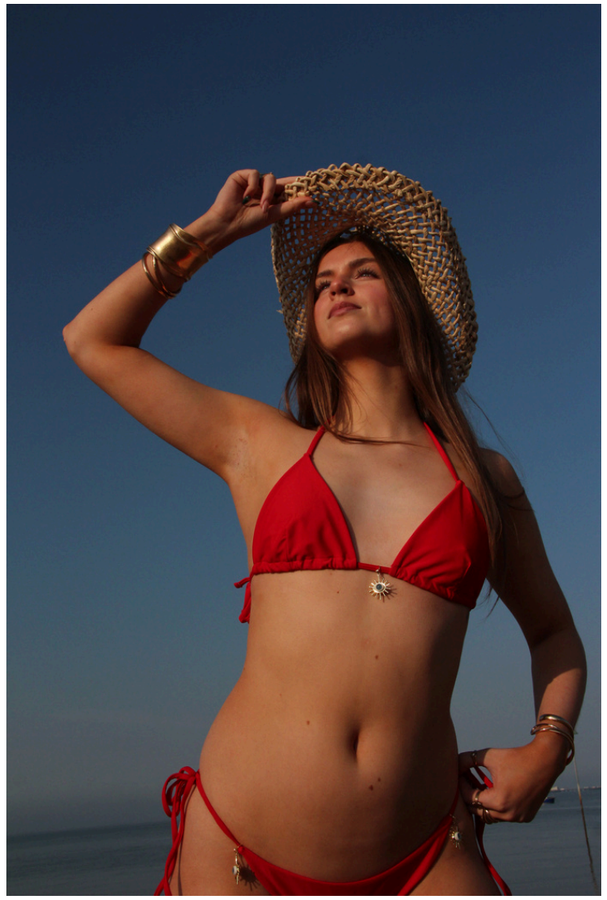
To achieve a cleaner look in this shot, I used a combination of the Spot Healing Brush and Clone Stamp Tool in Photoshop to remove a stray hair strand that was covering the bikini.





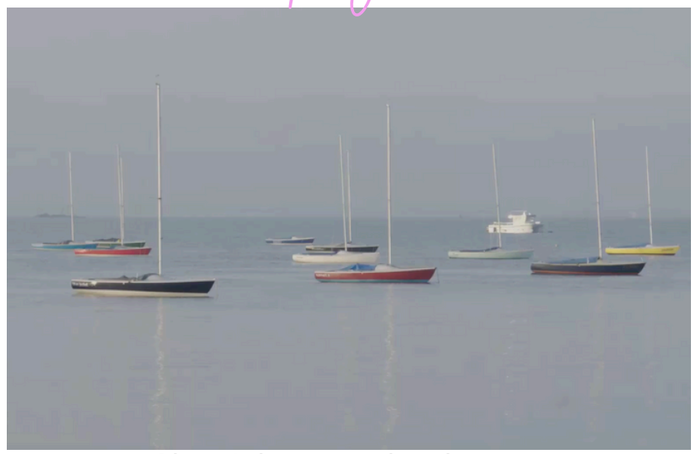






STORYBOARD

Campaign Video



Shot 1: location landscape

Shot 2: location group shot

Shot 3: close up

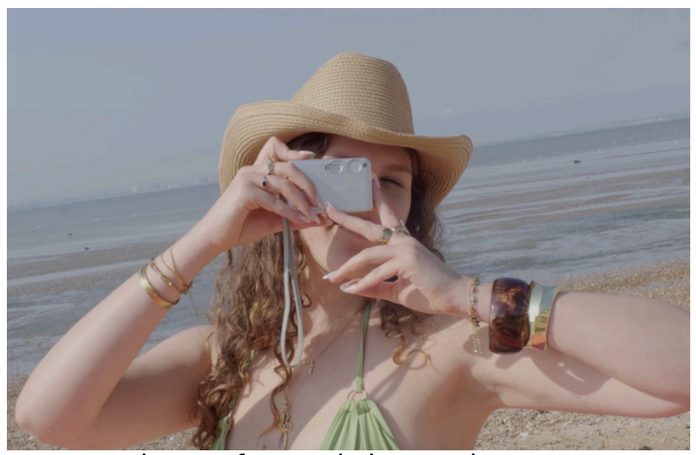
Shot 4: close up group

Shot 5: mid shot with accessories

Shot 6: long shot

Shot 7: mid shot with props

Shot 8: mid shot with movement



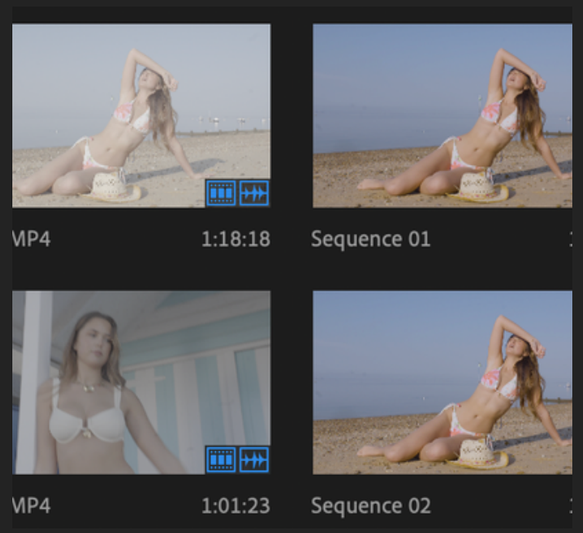
Shot 9: fun mid shot with props

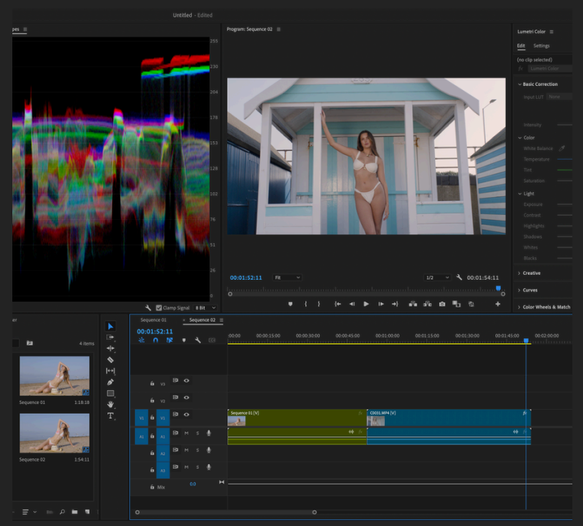
POST - SHOOT

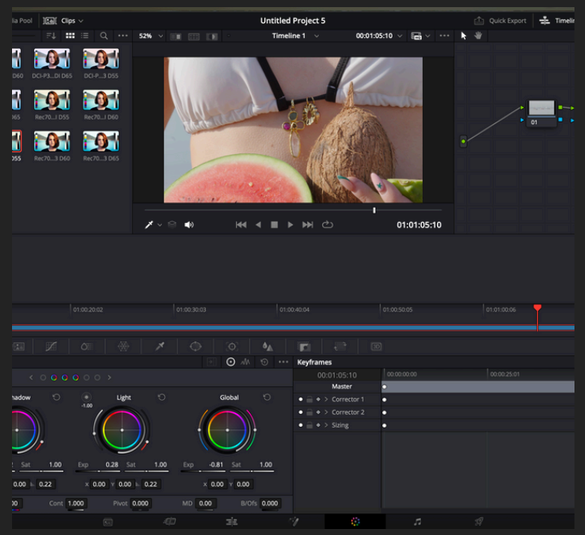
Colour Grading

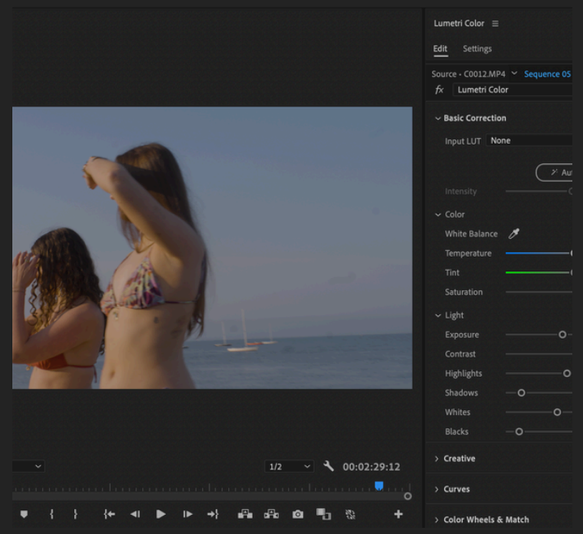
During the Sip & Swim campaign shoot, Josh Pear used LUT profiles, capturing footage in a flat colour profile to preserve more visual information. While this allowed for flexibility in post-production, it required colour grading to restore depth, contrast, and vibrancy.

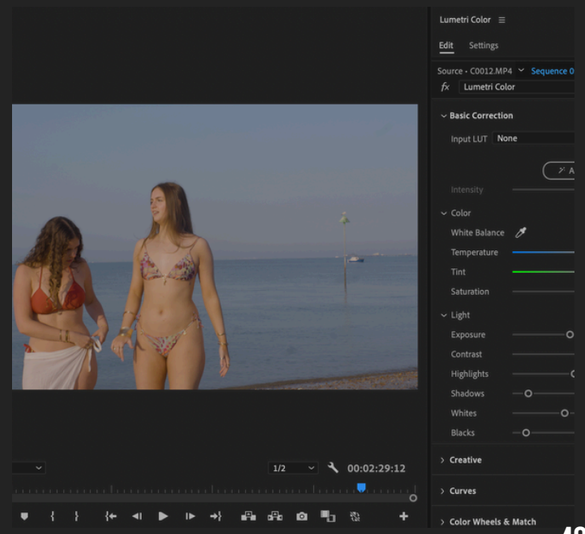
In editing, Josh and I worked closely to find the right colour treatment for each shot, exploring different grading styles to achieve a sun-soaked, bold aesthetic that reflected both Tea & Tequila and Frankies Bikinis. This process was key to enhancing the mood and cohesion of the final video.











AMPLIFICATION

Orders

When customers receive an order from Tea & Tequila, it typically includes a care guide and a thank-you card as part of the brand's thoughtful packaging experience. Drawing inspiration from these elements, I created customised versions tailored specifically for the Tea & Tequila x Frankies Bikinis collaboration, adding a unique and personal touch that reflects the spirit of the collection.

Our gemstones will bring you love, but it's a two way relationship. They require your love & care too!

The 22K gold plating coats the Brass and Silver base metals: With proper care, you can extend the life and enjoyment of your jewellery.

Please be mindful of acidic substances as they can damage your plated pieces. Avoid exposing them to water, perfume, or hand sanitizers.

Keep in mind that the way your unique skin oils interact with different metals and plating is personal to each individual. While we strive cor durability, we cannot be held responsible for any tarnishing that may occur.

To ensure your jewellery maintains its shine, we offer a free re gilding service within one year of purchase. After that, a small charge will be applied.

For the best cleaning results, we recommend using a soft cotton cloth to polish your pieces. Remember, taking care of your jewellery ensures its longevity and allows it to continue adding beauty to your life.

TEA & TEQUILA

AMPLIFICATION
Orders

As part of the Sip & Swim campaign amplification, I created a mockup of a potential collaboration order. This included designing a care card and a thank you card, both inspired by the brand's visual identity and colour scheme. I used InDesign to create these A6-format cards which i was able to print out in the printing lab on textured card to add to Tea & Tequilas authentic feel.

CHALLENGES

tUnfortunately, one of my models who represented diversity within my models and campaign fell ill and was unable to travel from London to Essex for this photoshoot. This meant that my campaign did lack the diversity pillar that this campaign was showcasing.

Due to early tide times it was hard to find the perfect location where the tide would be in but the sand wouldn't be waterlogged. This meant the team having to wake up at 4:30am to get ready and prep before heading down to the location.

CONCLUSION

In conclusion, the collaboration between Tea & Tequila and Frankies Bikinis is a natural fit for a visually-led campaign. Their complementary aesthetics, shared values, and vibrant design elements create the perfect foundation for engaging video content and striking imagery that will captivate their aligned audiences and bring the story of the collaboration to life.

LIST OF FIGURES

Figure 1. Hanna (2024) Eden Hanna wearing Tea and Tequila, [Online Image] Instagram. Available at: https://www.instagram.com/p/C_auQlqtj2l/?hl=en&img_index=1
Figure 2-4. Monday Swim (2025) Monday Swim, [Online Images] Instagram. Available at: https://www.instagram.com/mondayswimwear/
Figure 5-7. Kulani Kinis (2025) Kulani Kinis, [Online Images] Instagram. Available at: https://www.instagram.com/kulanikinis/
Figure 8-10. Dipping Daisys (2025) Dipping Daisys, [Online Images] Instagram. Available at: https://www.instagram.com/dippindaisys/
Figure 11-16. Visit Southend (2024)Shoeburyness East Beach, [Online Images] Website. Available at: https://www.thebeachguide.co.uk/south-east-england/essex/southend-thorpe-bay-weather.htm
Figure 17. The Beach Guide (2025) Shoeburyness East Beach Tide Times, [Screenshot] Website. Available at: https://www.thebeachguide.co.uk/south-east-england/essex/southend-thorpe-bay-weather.htm
Figure 18-22. Pear (2025) Josh Pear's work, [Online Images] Instagram. Available at: https://www.instagram.com/joshpear_/
Figure 23. Pear (2025) Josh Pear, [Online Image] Instagram. Available at: https://www.instagram.com/joshpear_/
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Figure 28. Hosmer (2024) Mollie Hosmer, [Online Image] Instagram. Available at: https://www.instagram.com/freckfiles/
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Figure 32. Luke (2024) Montanna Luke, [Online Image] Instagram. Available at: https://www.instagram.com/montannaluke/
Figure 33-40. My Accessories London (2025) My Accessories London, [Online Images] Instagram. Available at: https://www.instagram.com/myaccessorieslondon/