

PREPARED BY YASSA FOR

KALLOUCHI

*Work delivered,
June — October 2026*

YASSA.NL

KALLOUCHI.NL



What we've made *together*

From the first studio day to the AW/26 campaign:
product imagery, 3D, creative direction and new
designs for the Kallouchi webshop and socials.

01 · JUN

52

Studio e-commerce images

Full-body, graded for the webshop

02 · JUN

48

Hijab colourways on model

Signature, Classic Signature & Bamboo

03 · JUN

35

3D garment renders

Straight & turned, every colour

04 · OCT

3

AW/26 social drops

Concept, 16 campaign images, launch plan

05 · OCT

5

Campaign carousel

Studio shoot for Instagram

06 · OCT

2

Homepage heroes

Desktop & mobile

07 · OCT

7

Silk scarf designs

3 carré & 4 twilly

08 · OCT

30

New hijab model colours

Crystal Embellished & The Draft

01 — JUNE 2026

Studio *e-commerce*

One studio day for the whole collection: every look on model, front, side and in motion, on a soft grey backdrop and graded to one consistent tone for the webshop.

52 GRADED IMAGES



SIGNATURE HIJAB · IVORY
SET



NAVY TWO-PIECE
SET



BELTED TRENCH



IVORY JACKET & SKIRT
SET



02 — JUNE 2026

Every colour, *on model*

Rather than reshooting every hijab, the studio shots were recoloured for each colourway on kallouchi.nl — so every product page shows the hijab worn.

48 COLOURS · 3 MODELS



03 — JUNE 2026

3D garment *renders*

Digital twins of the collection — coat, jacket, palazzo, trousers, leggings, tees and socks — rendered straight and turned for product pages and line sheets.

35 RENDERS

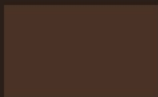




04 — OCTOBER 2026

AW/26 — *quiet luxury*

A social language with the restraint of a couture maison, built around Kallouchi's own world: clean studio light, generous negative space and a royal palette. An atelier thread — *The Draft* — ties it together: the making, the detail, the crystal.



ESPRESSO



ROYAL BLUE



BORDEAUX



DEEP GREEN



N°01 · THE DRAFT

The Crystal Hijab Headpiece

TEASER · 5-SLIDE CAROUSEL · 9:16 REEL
AI CAMPAIGN IMAGERY



N°02 · AW/26

The Trench



N°03 · ROOTED IN COLOUR

The Palazzo Set



Three drops, *three weeks*

WEEK 1

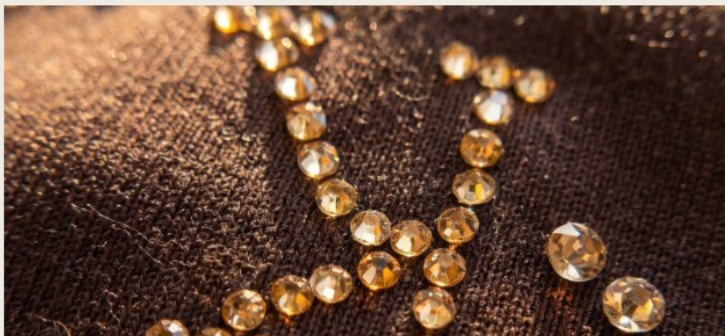
The Crystal Hijab

Mon — teaser single, crystal macro

Wed — carousel, four colours + detail

Fri — reel, colour reveal

Stories — *The Draft* atelier BTS



WEEK 2

The Trench

Mon — black & white editorial single

Wed — carousel, hero / walk / navy

Fri — reel, motion

Stories — fabric & tailoring detail



WEEK 3

The Palazzo Set

Mon — scenic single

Wed — carousel, studio / scenic / flat-lay

Fri — reel

Stories — styling & colour



3 FEED POSTS A WEEK

DAILY STORIES

ENGLISH CAPTIONS, QUIET-LUXURY TONE

ONE ESPRESSO / CREAM GRADE

05 — OCTOBER 2026

Studio campaign — *Instagram carousel*

5 SLIDES · SHOT 18 OCTOBER

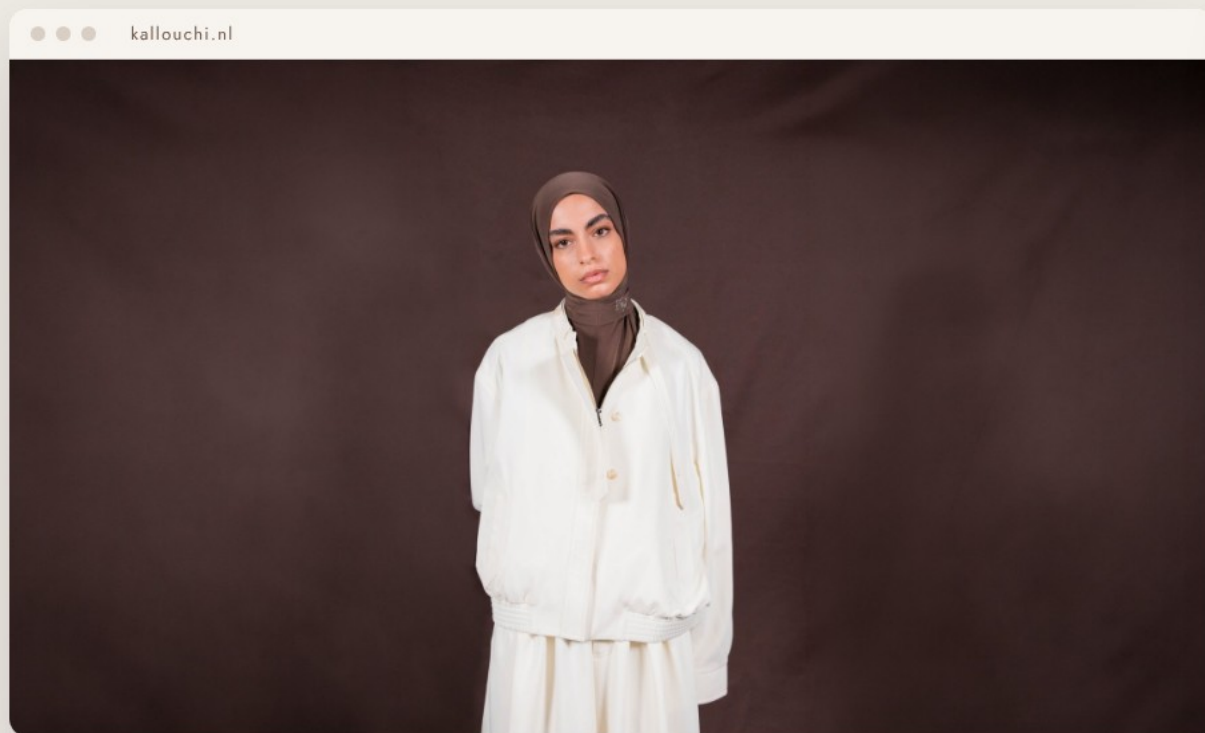


06 — OCTOBER 2026

Homepage *hero*

The campaign shot, recut for kallouchi.nl: a wide desktop hero and a tall mobile version with room for the headline.

2560x1440 · 1080x1920



07 — OCTOBER 2026

Silk scarves — *carré & twilly*

FLORAL · MONOGRAM · MARBLE K — GEOMETRIC · PAISLEY · STRIPE · ZIGZAG

CARRÉ

Floral, Monogram
& Marble K

Flat print and tied on the head, for the product page.



TWILLY

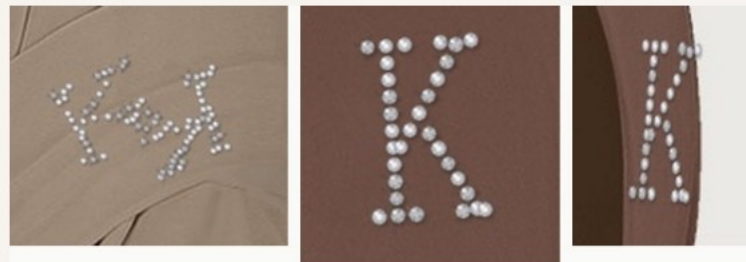
Geometric, Paisley,
Stripe & Zigzag

Each design in three colourways.



New hijab models — *in every colour*

CLASSIC & SIGNATURE CRYSTAL EMBELLISHED · THE DRAFT



I2 + I2 + 6

Product renders of the new crystal-embellished models and The Draft, front and side in every colour, plus close-ups of the crystal K.



TO BE CONTINUED

Thank you.

Photography, 3D, AI imagery and creative direction for Kallouchi —
June to October 2026.

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