

A quiet, distinctive brand moment.

SELF-INITIATED AI CONCEPT / 15 SECONDS / VERTICAL 1080P



01 Establish



02 Move



03 Hold

From creative direction to a finished film

An original fictional character, three connected shots and a restrained instrumental soundtrack. Increation Tech developed the visual references and shot direction, operated AI generation, selected and corrected shots, edited the sequence, added music and titles, and checked the final exports.

A controlled change

The final setting was changed to cool blue-grey. Comparing the clean picture masters, the preceding ten seconds matched frame by frame; the review soundtrack was preserved.

A usable handover

Completed 1080 x 1920 MP4 with sound, a silent, title-free picture master, retained sources and a documented revision. The founder viewed, heard and approved the film.

AI-assisted production using Runway, with FFmpeg editing and technical checks. This is a self-initiated demonstration, not commissioned client work or evidence of exact reproduction of a real garment.