



Director Margo Weathers and The Richards Group Make Headlines with Vanity Fair(R) Lingerie

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<http://www.sdintegrated.com/content/viewVideo/Commercials/MargoWeathers/VanityFair/ModernCoverage>



New York, NY (April 9, 2012) – Supply&Demand Integrated’s Margo Weathers has just completed this brilliantly stylized spot for Fruit of the Loom’s Vanity Fair Lingerie. In “Making Headlines” we see an exuberant woman taking to the streets while Vanity Fair makes front-page news with the launch of their new Modern Coverage collection. Gleefully wearing only her confidence boosting Vanity Fair lingerie, the woman jaunts around the all-white city – a physical set that was built to be friendly, fresh, mod, and perfectly contrasting to the eye-catching color modern coverage varieties.

Weathers notes, “A big challenge was creating a set that was welcoming to the crew and especially the talent. We

had to create an environment that would breed happiness and be friendly enough for a woman in her intimates to realistically feel comfortable.”

Weathers also says that casting was a critical issue. The approach was to find a woman who genuinely exuded sincere happiness from within. The talent had to answer a series of questions and meet criteria on certain levels of optimism.

“There’s a lot of emotion I can try and evoke as a director, but happiness isn’t something I can create for someone. We were all pleased that this woman had both the inner spirit and the vivacious figure we were looking for.”

About Supply&Demand Integrated: [Supply&Demand Integrated](http://www.sdintegrated.com/) is a bi-coastal production company with global representation, comprising the award-winning talents of Lucy Walker, Margo Weathers, Sean Thonson, Josh Taft, Matthew Rolston, Greg Popp, Jeffery Plansker, Robert Logevall, Matt Lenski, Tony Kaye, David Holm, Gabriela Cowperthwaite, Adrien Brody and Gary Breslin. <http://www.sdintegrated.com/>

Vanity Fair “Making Headlines”:

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Agency: The Richards Group
Creative Director: Ron Henderson
Creative Director: Dennis Walker
Producer: Sheri Cartwright
Art Director: Kiran Koshy
Writer: Sue Batterton

Production: Supply&Demand Integrated
Director: Margo Weathers
Executive Producer: Kira Carstensen
Co-Head of Production: Tracy Hauser
Producer: Anna Joseph
DP: Jo Willems

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