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# SLATE

# STUDIOS

SLATE STUDIOS IS A CREATIVE PRODUCTION COMPANY  
FOCUSED ON DIGITAL ADVERTISING, EDITORIAL, SOCIAL, & E-COMMERCE SERVICES  
FOR THE FASHION, BEAUTY, AND LIFESTYLE INDUSTRIES

CONTENT STRATEGY / ART DIRECTION / ART BUYING / PHOTO PRODUCTION /  
VIDEO PRODUCTION / BRAND CONTENT / DIGITAL CAMPAIGN / SOCIAL CONTENT /  
RETOUCHING / VIDEO EDITING / E-COMMERCE / CGI PRODUCTION / LIVESTREAM

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# ABOUT

Slate Studios is a Creative Production Company focused on Advertising & Editorial services for the Fashion, Beauty, and Lifestyle Industries.

Featuring In-House Content Strategy, Art Direction, Art Buying, Studio/Eq, Retouching & Production capabilities, Slate Studios offers end to end digital content production across still & motion, streamlining high profile content projects of high complexity for our clients.

With a focus on strategy, creativity, innovation, and quality, Slate Studios is proud to support digital content initiatives for the world's leading names in the fashion, beauty, & lifestyle sectors.

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# SERVICES

ART DIRECTION  
BRAND CONTENT  
CGI PRODUCTION  
CONTENT STRATEGY  
E-COMMERCE  
LIVESTREAM  
MOTION PRODUCTION  
PHOTO PRODUCTION  
RETOUCHING  
SOCIAL CONTENT  
STUDIO RENTAL  
VIDEO EDITING





© COSTA BRAZIL

# ART DIRECTION

After a content strategy is built, we explore which direction the content is to take, dependent on where our brands are in their journey. Since content plays a key role in consumers perception of a brand, the decision to go millinéal pastel or to go contrarian towards a sharp, graphicism is a conversation we build upon in our efforts to bring our brand's content visions to life.



© DKNY

# BRAND CONTENT

Brand Content encompasses still photography & video content, showcased on website landing pages, social platforms such as Instagram, Tiktok, Youtube, in branding materials such as brochures, whitepapers, as well as serving as a key component of digital advertising initiatives such as Facebook, Instagram, LinkedIn Ads.

They say 'Content is King' and they mean it as a brand's ongoing content is often a brand's key driver of sales. We support many of the world's leading brands with ongoing content efforts as an end to end solution.



© BYREDO

# CGI PRODUCTION

As technology advances, as does e-commerce. Computer-generated imagery, or CGI, is an innovative approach to creative content production and e-commerce photography. At Slate Studios, our team is proud to offer CGI and VFX services to our growing clientele. For e-commerce production across fashion, beauty, technology and lifestyle, our CGI capabilities empower digital brand growth in e-commerce and online sales.





© KHAITE

# CONTENT STRATEGY

Every digital content initiative begins with an initial content strategy which allows our brands to determine their content goals, initiatives, cadence, and tone. What inspires our brands and, more importantly, what inspires their consumers. We support brands ability to establish their key visuals and motion initiatives, helping them to build more meaningful connections and conversations.



© ZARA

# E-COMMERCE

We support brands shift into direct to consumer sales via still & video content production for their point of purchase assets. E-Commerce is booming and is quickly establishing a dramatic shift from brick and mortar multi-brand retailers towards a brand having full control of their customer messaging. Our specialties include product photography via ghost mannequin, tabletop, pinup, and layflats to on model photography featuring multiple angles as well as add-on 360 videos.



© ROSE INC

# LIVESTREAM

For elevated brand and social content, our modern equipment and studio capabilities allow for seamless livestream production and broadcasting for content creators. We deliver tech-driven, studio quality media streaming for businesses and professionals in need of real-time communication with their audience.





© NARCISO RODRIGUEZ

# MOTION PRODUCTION

Our Motion Production capabilities add a layer of emotion to still images and work best in tandem with still. As our brands build their digital content strategies, video is quickly become paramount to building an emotional connection to their consumers, and providing a more immersive and captivating content experience. We support brands video content initiatives across social, website, and e-commerce.



© ANNE KLEIN

# PHOTO PRODUCTION

Across the landscape of fashion, brands have increasingly evolved to suit the tastes of the modern consumer. Sophistication, ease, versatility, and consistency in design present opportunities to elevate both the buyer and the brand. The ability to fully express a brand's creative vision visually is vital to that vision resonating with consumers.

Slate Studios is a full-service photo production studio that delivers compelling digital content for brands in the luxury fashion, beauty, & lifestyle sectors. We specialize in providing high-end digital content solutions that connect across all platforms, from strategy through post.





© BANDIER

# RETOUCHING

Produced, shot, and delivered. Whether it's beauty, product, or on model, our extensive experience in retouching and post production workflow ensures fully finished assets and seamless productions. Our post production services include advertising, digital campaigns, ongoing social content, and high volume e-commerce. With our workflow component, we provide seamless integration of markups, rounds, in a single source of truth, providing a modern tech-driven post process.



© ALEXANDRE BIRMAN

## SOCIAL CONTENT

We connect products to people through meaningful imagery and videos that are personal, engaging, and relevant to your digital audience. Our modern approach to social content production includes social strategy, content direction, on-set art direction, to finalized post production assets. We offer seamless social content packages to support brands increasing need for premium content with minimal effort.



© V MAGAZINE

## STUDIO RENTAL

Featuring a fully equipped 4,200 SF content production studio, with a full cyc wall & multiple shooting bays, we are perfectly suited for a wide range of digital content productions from advertising, digital campaigns, social content, to e-commerce, across still & motion.



© MOOSE KNUCKLES

## VIDEO EDITING

Our Video Editing capabilities include Editing, Color Grading, Flame Retouching, and high end Visual Effects/Motion Graphics. We support our brands with post production of existing video assets as well as end to end Video Production services across social, website, and e-commerce.





© SLATE STUDIOS

# OUR STUDIO

Featuring a fully equipped 4,200 SF content production studio, with a full cyc wall & multiple shooting bays, we are perfectly suited for a wide range of digital content productions from digital campaigns, social content, to e-commerce, across still & motion.



















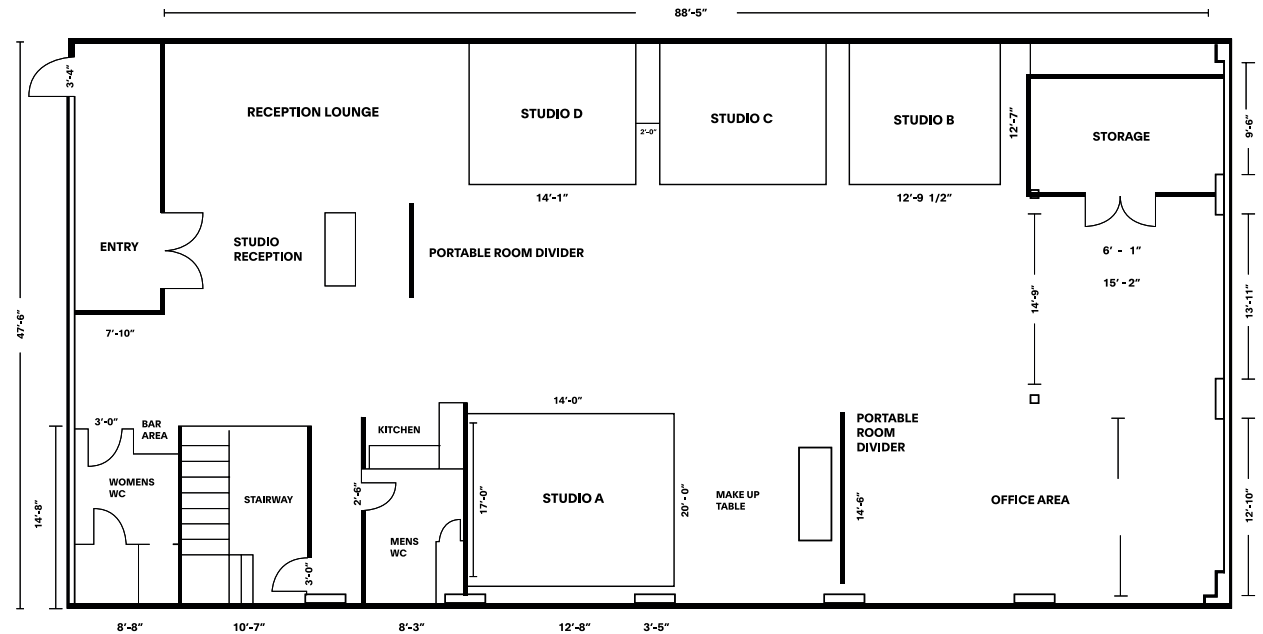




# FLOOR PLAN

## AMENITIES

4,200 SF  
12.5' Ceilings  
Southeast Daylight Exposure  
Cyc: 17'W x 25'L x 12.5'H  
3x Bays: 16'W x 13'L  
300 amp 3-phase power  
Hardwood Floors  
Motorized Blackout & Diffusion Blinds  
In floor power outlets throughout studio  
2 Private Restrooms  
Wi-Fi  
Surround Sound Music System  
Espresso Bar  
In-House Cafe  
Movable beauty stations  
Large conference table  
Gallery lighting for events  
Private  
24/7 Security  
G/7 Subway within 5 Minutes



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# SELECTED WORK

ANNE KLEIN

BANDIER

DION LEE

DKNY

ESTÉE LAUDER

GLOSSIER

KHAITE

LEVI'S

NARCISO RODRIGUEZ

ORIGINS

V MAGAZINE

ZARA





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# ANNE KLEIN

Produced by Slate Studios  
Post Production by Slate Studios



# BANDIER

Art Buying by Slate Studios  
Post Production by Bandier





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# DION LEE

Produced by Dion Lee  
Studio Rental by Slate Studios



**DKNY**

Post Production by Slate Studios  
Photography by G-III





**ESTÉE LAUDER**

Produced by Slate Studios  
Photography by Stephanie Dinkel





# GLOSSIER

Photographed by DiChen Chen  
Retouching by Slate Studios



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**KHAITE**

Produced by Khaite  
Studio Rental by Slate Studios





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**LEVI'S**

Photographed by Matthew Tammaro  
Studio Rental by Slate Studios



# NARCISO RODRIGUEZ

Produced by Slate Studios  
Photographed by David Schulze

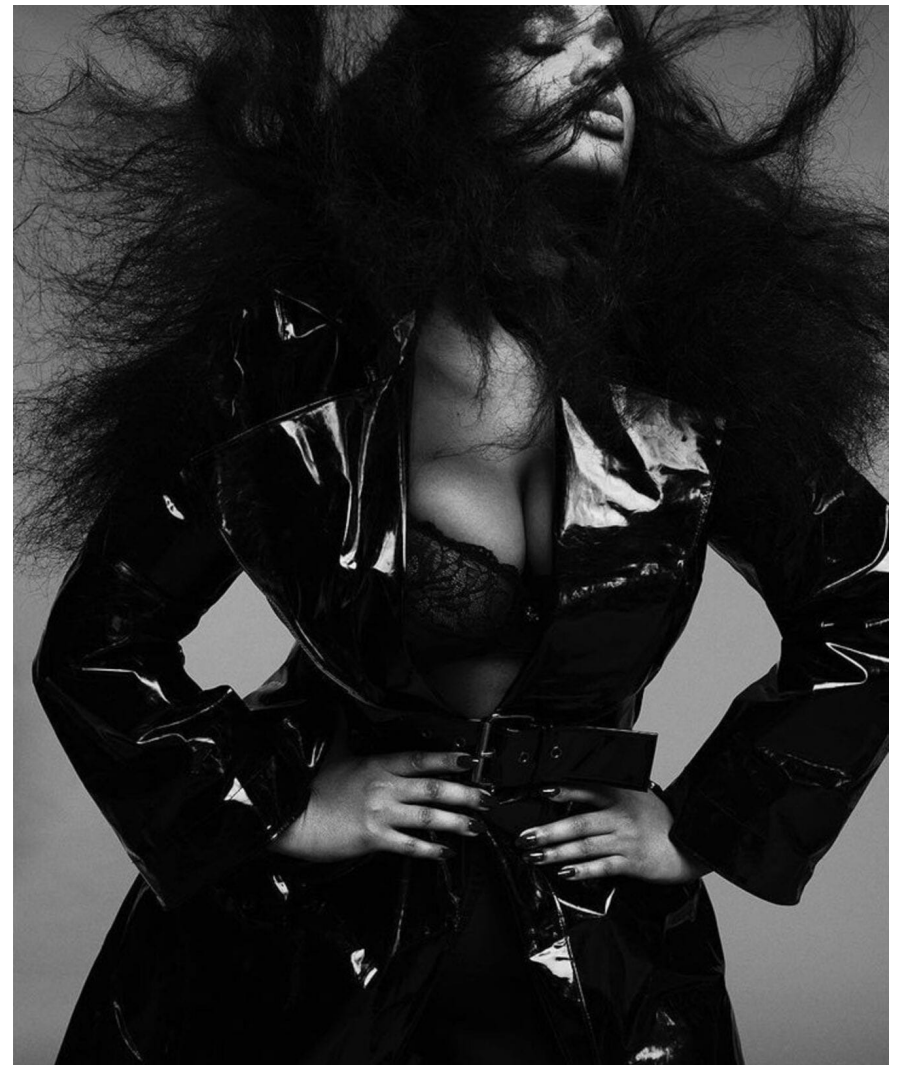




ORIGINS

Photographed by Origins  
Retouching by Slate Studios





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# V MAGAZINE

Photography by Luigi & Iango  
Studio Rental by Slate Studios



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ZARA

Produced by Harbinger Creative  
Studio Rental by Slate Studios

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# CLIENTS

ADIDAS  
ALEX & ANI  
ANNE KLEIN  
ANOTHER TOMORROW  
AWAY TRAVEL  
BANDIER  
BATH & BODY WORKS  
BERGDORF GOODMAN  
BRANDON MAXWELL  
BURO  
CARTIER  
CASPER MATTRESS  
CLINIQUE  
CO COLLECTIONS  
CONDÉ NAST  
CONVERSE  
DAVID YURMAN  
DAZED & CONFUSED  
DKNY  
DION LEE  
DRUNK ELEPHANT  
ELLE US  
ELLE UK  
FILA  
FRAME DENIM  
GOOD AMERICAN  
ESTÉE LAUDER

HEARST  
HELMUT LANG  
INTERVIEW MAGAZINE  
HARRY'S RAZORS  
JILL STUART  
JUICY COUTURE  
KHAITE  
IPPOLITA  
LANCÔME  
LAPOINTE  
LAST MAGAZINE  
L'OFFICIEL  
L'ORÉAL  
LOOPS BEAUTY  
MAC COSMETICS  
MACK WELDON  
MAN ABOUT TOWN  
MARFA JOURNAL  
MARRIOT HOTELS  
MASTHEAD  
MATTE PROJECTS  
MISHA NONOO  
MISSONI  
MODA OPERANDI  
NAUTICA  
NARCISO RODRIGUEZ  
NET-A-PORTER

NIVEA  
NUMÉRO PARIS  
NUMÉRO BERLIN  
OFFICE MAGAZINE  
ORIGINS  
OSCAR DE LA RENTA  
PUSS PUSS  
SATURDAYS NYC  
SHISEIDO  
SIMON MALLS  
STELLA UK  
TEEN VOGUE  
THEORY  
THE OBSERVER  
THE REALREAL  
THE SARTORIALIST  
UNIQLO  
W MAGAZINE  
SATURDAYS  
SAINT LAURENT  
VOGUE US  
VOGUE GERMANY  
VOGUE KOREA  
VOGUE MEXICO  
VOGUE RUSSIA  
WONDERLAND  
ZARA

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# CONTACT

51-02 21ST STREET  
4TH FLOOR  
LONG ISLAND CITY, NY 11101

212 390 0243

[INFO@SLATE-NYC.COM](mailto:INFO@SLATE-NYC.COM)

[SLATE-NYC.COM](http://SLATE-NYC.COM)