

'ENERGIE

STYLE CLASH

The [ENERGIE](#) collection highlights the constant opposition between 2 styles that nonetheless describe the same man: both clean-cut and rebellious, dandy and manly, strong and fragile.

Your task is to translate your vision of *Energie* in a video clip while taking into account the following elements:

- ❖ Theme : « **STYLE CLASH by Energie** »
- ❖ **Energie's creator is looking for video talents or digital artists**
- ❖ **The idea is not to shoot an ad! : Tell a story, surprise us, explore a concept through a true artistic performance, revolving around the deep-set values of the brand**
- ❖ *Energie* brand values:
 - Experimentation
 - Creativity
 - Urban / contemporary / modern
 - Music
- ❖ **Do not just focus on and play around with the logo**
- ❖ Attention, the image the site www.energie.it returns is only a reflection of one season and not that of the deep-set values of the brand and the STYLE CLASH topic concerned here.
- ❖ The video must begin with : « Energie presents STYLE CLASH, by (*insert your name*) »
- ❖ The video must end with the sentence : « To be continued on www.energie.it »
- ❖ You can use a musical score if you so wish. Three songs, composed by *Apple Jelly*, are at your disposal, copyright-free for use in the framework of this video contest. If you are to use one of these songs, you will be requested to list in the end credits « MUSIC BY APPLE JELLY ». To download one of these songs, click **here**.
- ❖ Minimum length of the video: 30 seconds
- ❖ English is the official language if resorting to text and words