ANGELA SMERALDI

Wardrobe proposal

American Red Cross | Fire safety campaigns

Wardrobe stylist: Angela Smeraldi

Hired freelance by: Levitate Media

Client: American Red Cross

Director / Creative Director / Writer: Kanin Guntzelman

FROM CREATIVE BRIEF TO WARDROBE OPTIONS

Character-based wardrobe options developed from the production brief and mood boards, then presented for director review. Selections were refined with director feedback before sourcing and on-set styling. This portfolio edition presents proposal options, not a record of every final approved or filmed look.

CHARACTERS

Host Jason / Cooking Jason / Customer Jason

Papa Jason / Jason Junior / Old Man Jason

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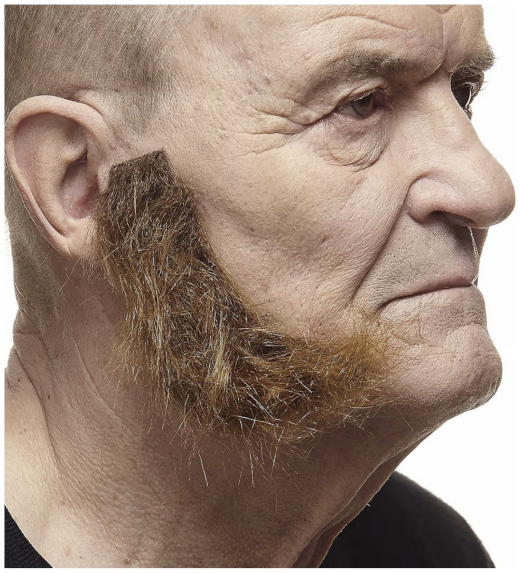
Host Jason

Wardrobe proposal

1970s game show host energy. Confident, heightened, theatrical presenter with a retro TV personality.

Wardrobe leans bold, polished, and slightly over-the-top.









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Cooking Jason

Wardrobe proposal

Distracted, chaotic character in a relaxed at-home look.
Wardrobe feels lived-in, unfussy, and playfully disheveled.









Customer Jason

Everyday, practical, relatable. A normal guy running errands who feels grounded against the more heightened characters.

Wardrobe is simple, approachable, and hardware-store casual.





Papa Jason

Sleepy dad pulled into sudden chaos in the middle of the night.

Wardrobe should feel believable, homey, and instantly read as nighttime family wear.





Jason Junior

Playful, innocent, kid-energy with a fun visual gag.

Wardrobe is colorful, cozy, and clearly childlike.





Old Man Jason

Exaggerated elderly character with a heightened comedic silhouette.

Wardrobe leans classic, old-fashioned, and instantly recognizable.









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