



You see it, don't you?

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THIS IS THE SECOND CAMPAIGN THAT I WORKED ON FOR ANN SACKS. THE REQUIREMENT FOR THIS CREATIVE WAS THAT WE FEATURE PRODUCT - BUT DO IT IN A WAY THAT HADN'T BEEN DONE (AND OVER-DONE) SO MANY TIMES BEFORE IN THIS CATEGORY. IT REPRESENTS ANOTHER INTERPRETATION OF THE CONTINUING LINE "YOU SEE IT, DON'T YOU?". THE BEAUTIFUL IMAGES WERE SHOT BY MARK BORTHWICK.



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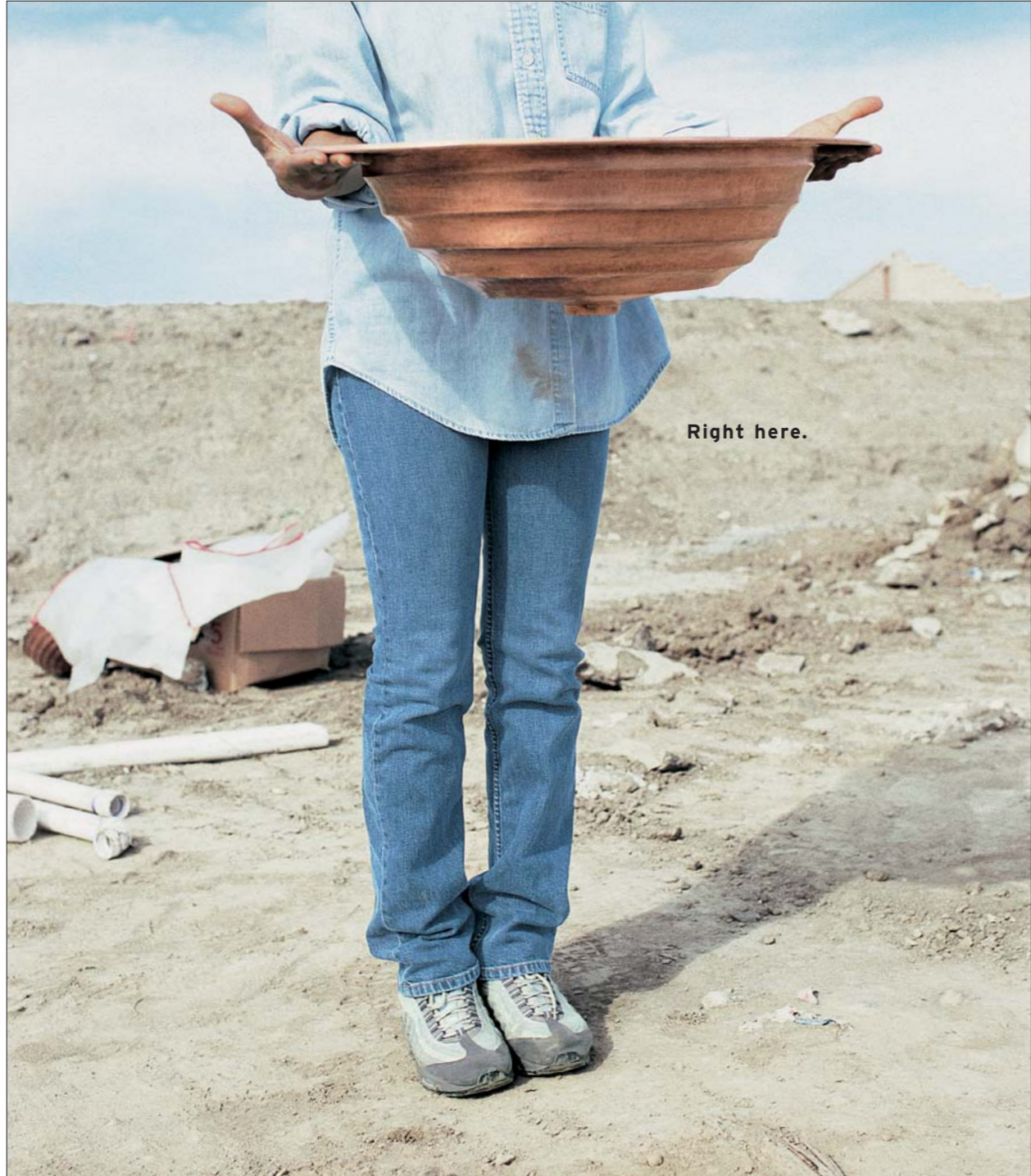
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Done.

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Right here.

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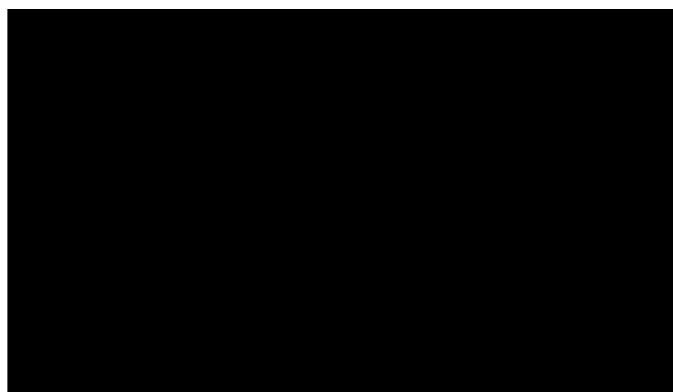
A little to the left.



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