

FASHION COMMERCE CREATIVE SYSTEM

LULU

CONTROLLED VARIATION

Creative Direction, Prompt-System
Design,
Visual Selection & Campaign Design

THAI ANH TU

23 CAMPAIGN SETS / 230 FINAL ASSETS



A creative operating system, not a folder of prompts.

Lulu translates a product reference into a structured batch of distinct campaign directions. Casting, setting, lighting, composition, typography and offer hierarchy vary by rule; human review protects the final edit.

AI-assisted concept imagery. Human-directed system, curation and QA.



TODAY
50
0
FOUR COLOUR

Scale is useful only when every route feels intentional.

230

FINAL CAMPAIGN
ASSETS

23

PRODUCT CAMPAIGN
SETS

18

DISTINCT PRODUCTS

02

AD-READY ASPECT
RATIOS

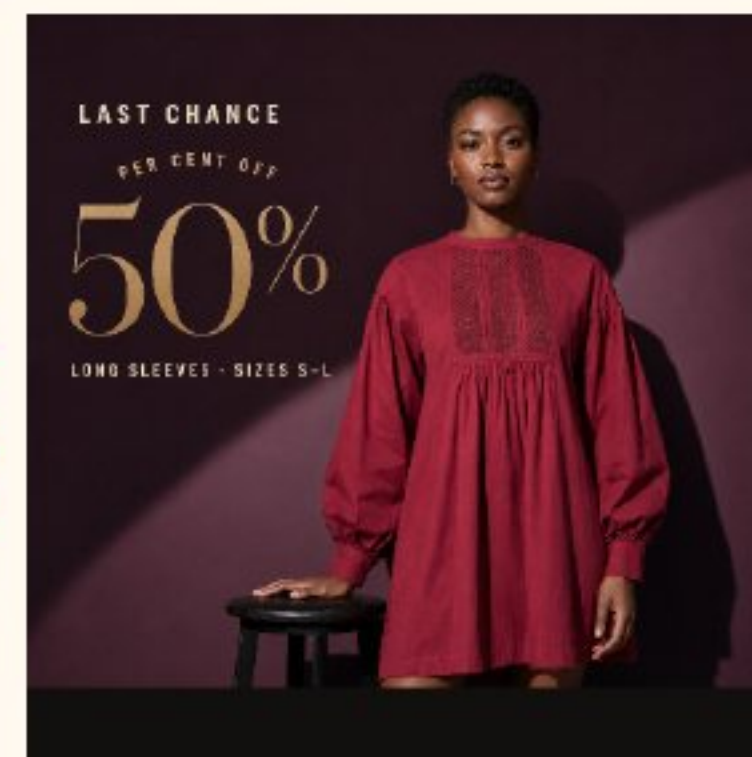
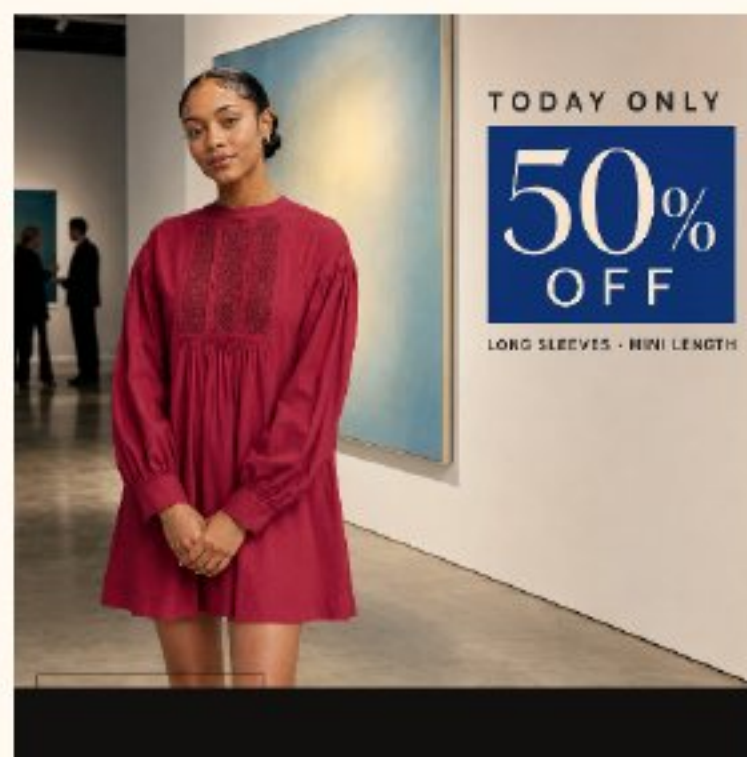


I designed the decisions behind every batch.

- 01 — Creative direction & campaign worlds
- 02 — Prompt architecture & controlled variation
- 03 — Casting, layout and format planning
- 04 — Visual selection, rejection and QA



One product. Ten campaign worlds.



01

02

03

04

05

Five square and five horizontal routes - varied by scene, casting, composition and offer hierarchy.

Variation is designed before production begins.

142

constraint options
across seven categories

30

fictional casting
personas

10

mandatory rows in each
diversity and QA grid



The tool creates options. The operator creates the standard.



Manual flow: references and product context are translated into structured briefs; generation, review, selection and upload remain human-controlled.

Volume is produced. Taste is edited.

The strongest portfolio signal is not the number of outputs. It is the ability to reject weak anatomy, broken text, duplicated compositions, poor garment fidelity and generic campaign logic.

FINAL SELECTION & QA / THAI ANH TU



COLLECTION 01

RIVIERA BOUND

Sea light, saturated colour
and open-air movement.

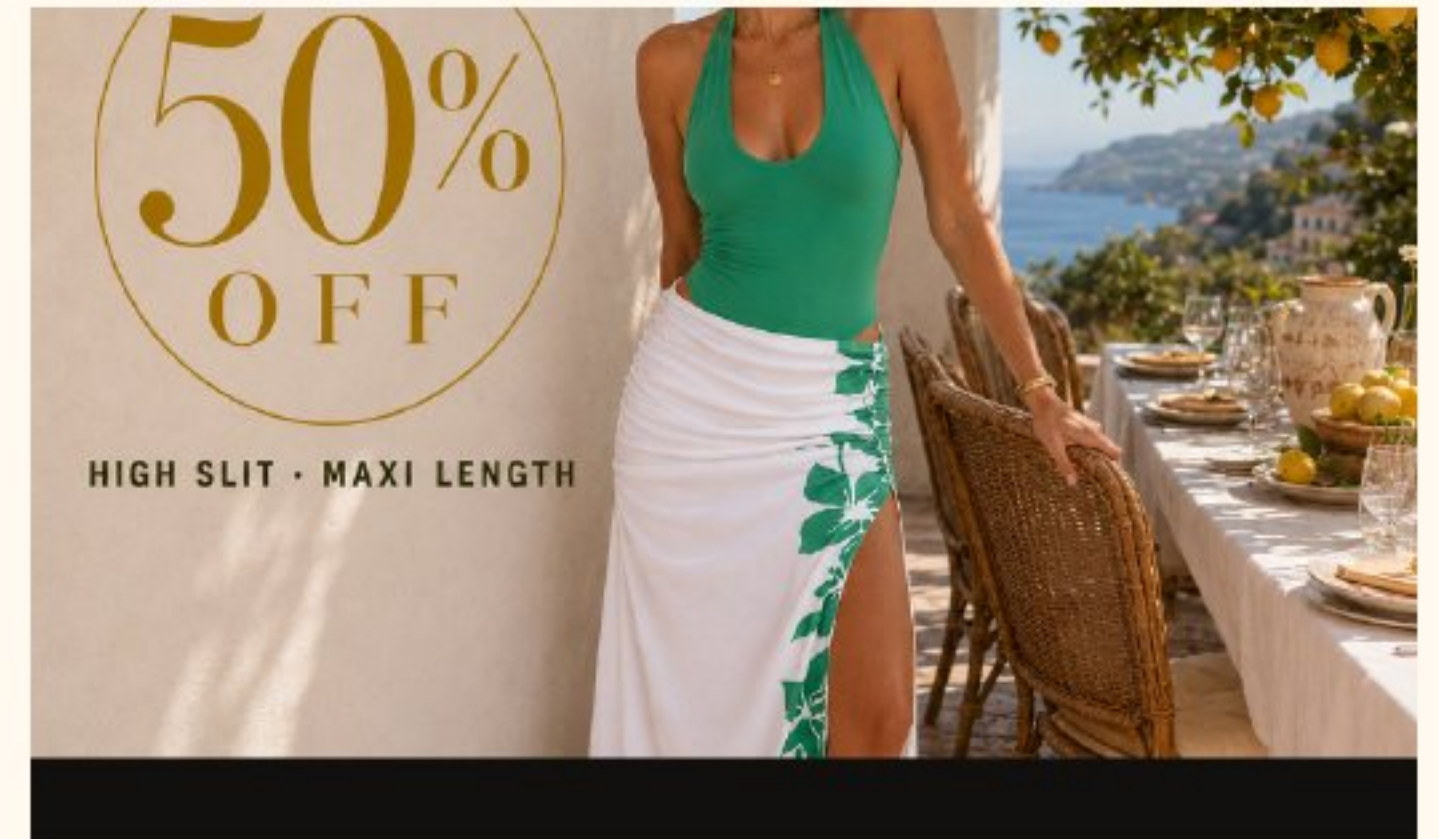


DON'T MISS OUT

50% OFF

TUMMY CONTROL •
SCOOP BACK •
ADJUSTABLE STRAPS

01 / RIVIERA BOUND

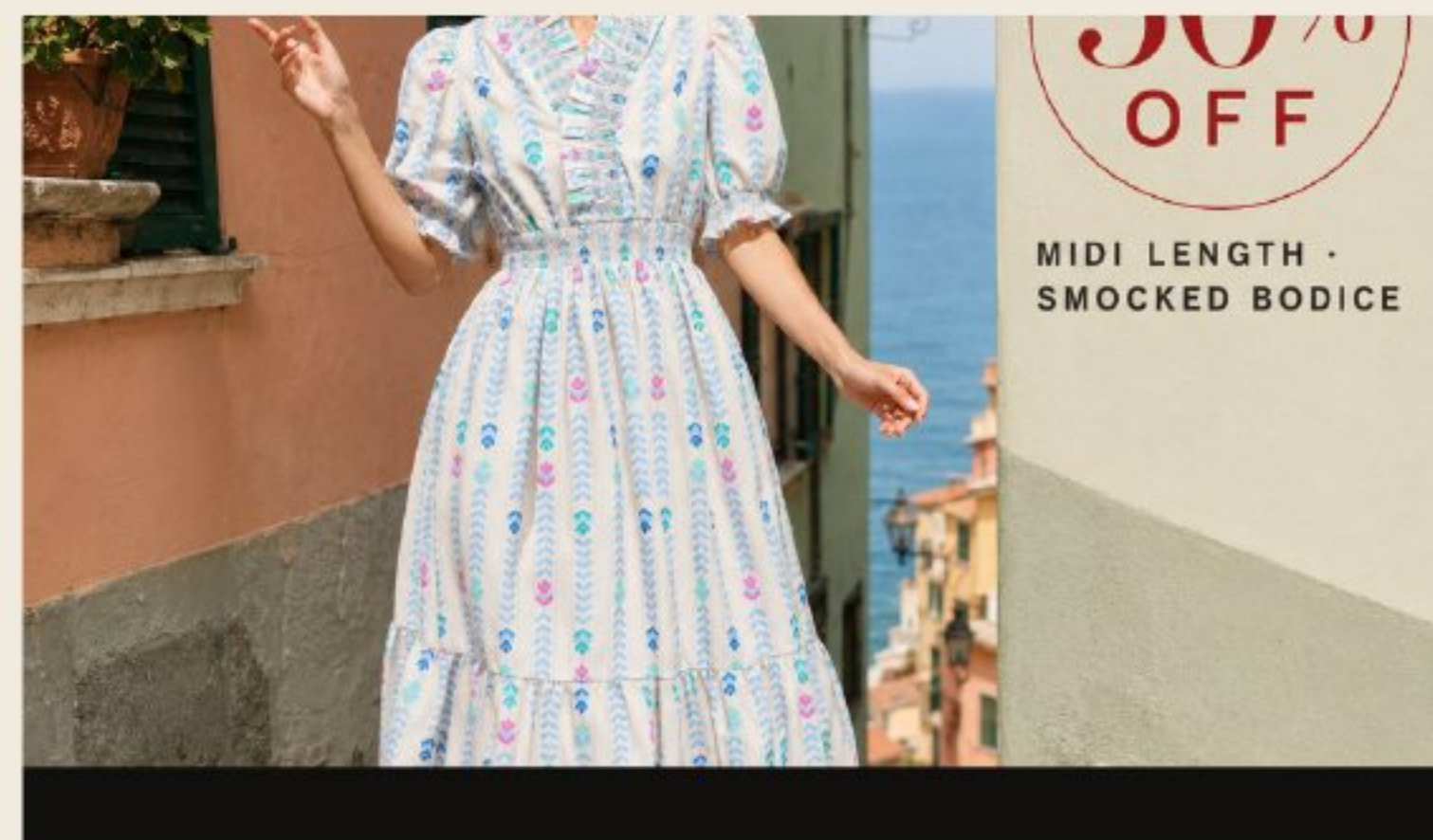




COLLECTION 02

WILDFLOWER DAYS

Gardens, orchards and
warm domestic light.



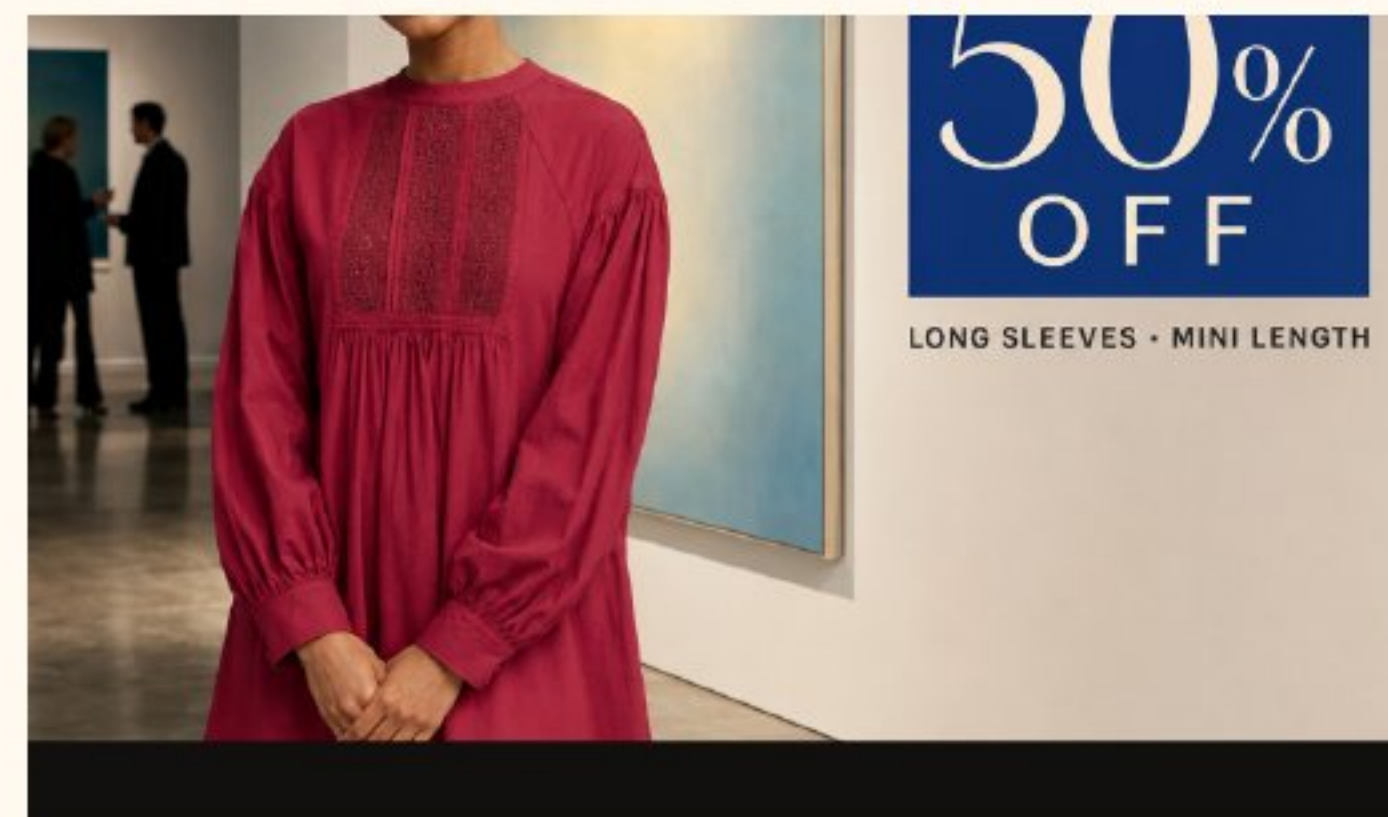
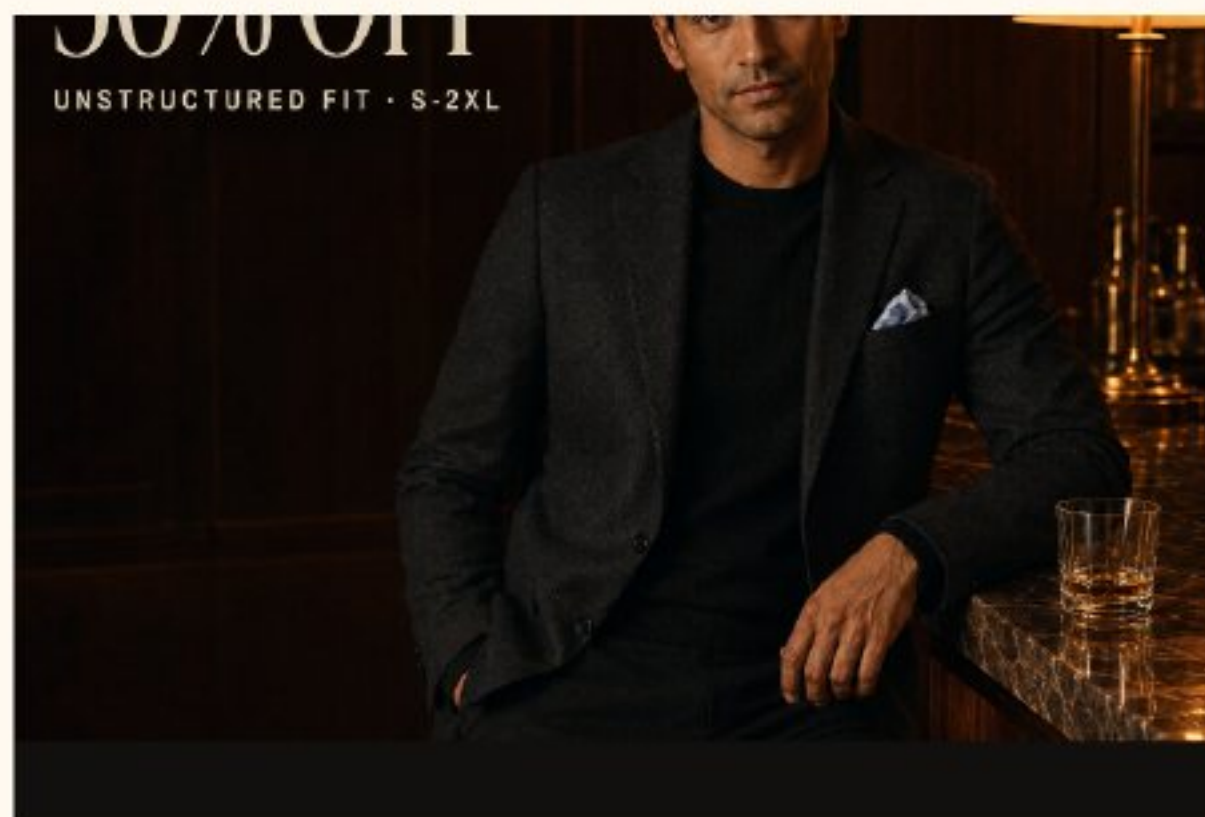
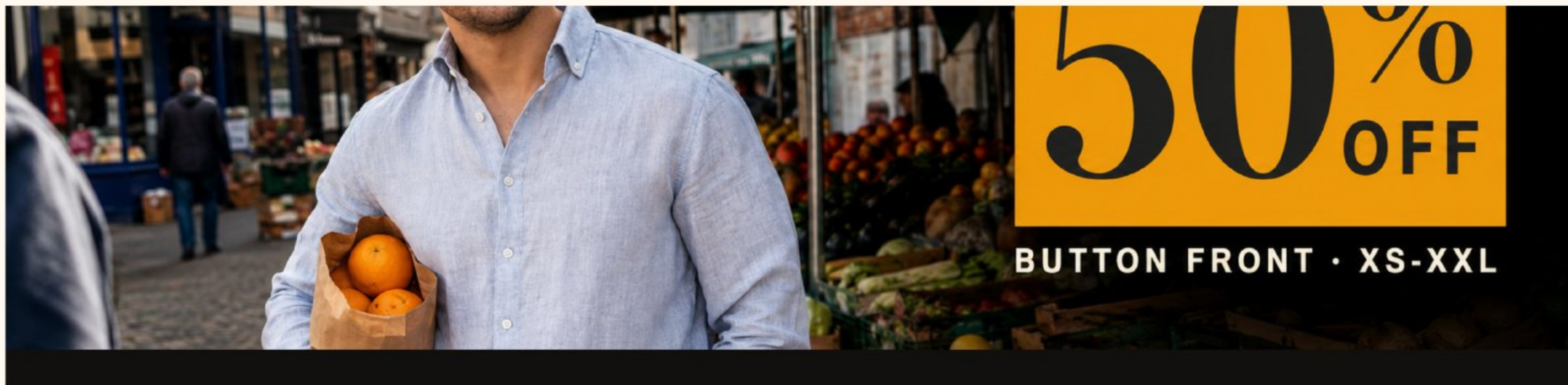
COLLECTION 03

CITY RITUALS

Tailoring, architecture and
after-work composure.



TAKE IT HOME





COLLECTION 04

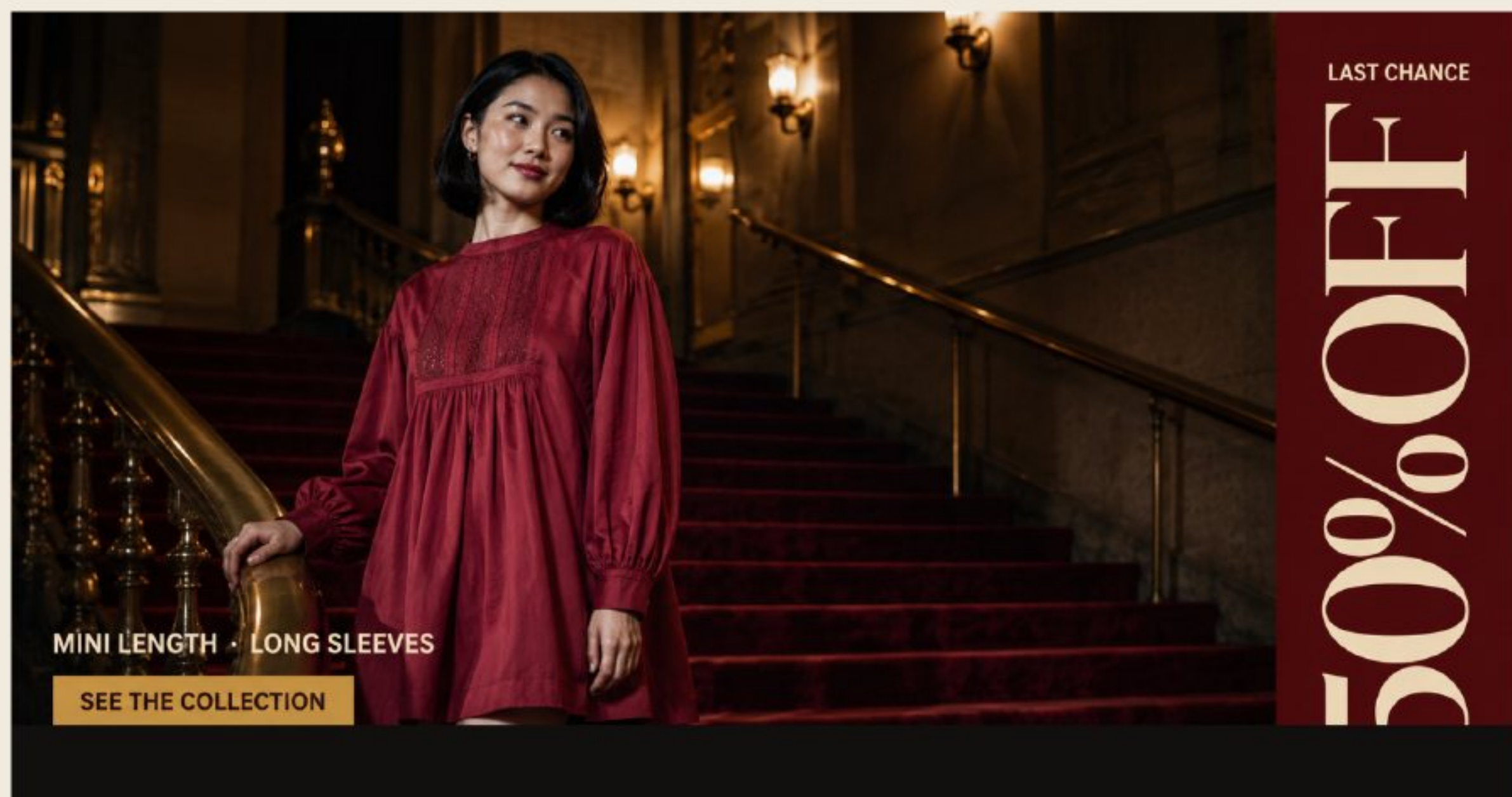
AFTER DARK

Oxblood, library shadows
and city reflections.

BUY OR SAVE IT



Every campaign is composed for the frame, not merely cropped into it.



05
HORIZONTAL

05
SQUARE

A fixed batch architecture creates coverage while preserving real compositional differences.

LULU / CONTROLLED VARIATION

Taste, encoded.

A repeatable visual system for fashion commerce - authored through creative direction, structured variation and a disciplined final edit.

THAI ANH TU

Shopify E-commerce Operations & Creative Systems

