KIORA — 8 Scene Prompts + the Consistency Checklist

The exact prompts behind every photograph in this carousel, pulled from the archived generation record. Each one is listed against the plate it produced and that plate's SHA-256, so you can tell which prompt made which frame.

These are historical records, not defect-free recipes. Every human plate was generated with the same face/body reference and the same product reference attached to the image tool; that attachment, not the wording, is what keeps one cast across eight frames. Adapt the product, scene, palette and reserved copy field; keep the identity and physics constraints.

The six frames

1. Face — lock the face first, then change the street.
2. Skin — pores, stubble, sweat. Leave the evidence in.
3. Lens — same shape, tint and temples in every frame.
4. Life — give the campaign a life outside the run.
5. Touch — direct the details the thumb can feel.
6. Motion — freeze the stride, keep the face.

1. Slide 01 — the cover portrait

- Plate: `01-hero.png` · SHA-256 `1ea36367abafa5780080d75b92148fead8529419b887afd6376fc70f02e1a0f8`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 01)

Exact executed prompt:

```
One new photographic plate, portrait4:5, ultra-real premium running eyewear editorial. References1+2 same owner facial identity; reference3 EXACT wardrobe and product design lock only. Owner lean narrow frame with slim arms, not bulky. Same vermilion cap, black ear plugs, short beard, oversized white Tokyo crane/sun shirt; exact same KIORA huge FRAMELESS multicolor wraparound single shield, thin raspberry temples, no upper frame, no Oakley/oval mark. Preserve facial structure.
COVER SHOT: intimate waist-up three-quarter portrait owner on RIGHT two thirds at a real outdoor cobalt blue basketball/running-court perimeter, bright daylight after a run. His face occupies x58-91% y16-52%, 85mm photo at f2.8, crisp pores cheek/forehead, small sparse natural sweat beads, beard strands. Head slightly lifted and natural tiny smile, looking beyond camera; one slender hand briefly lifting cap brim from right side, 5 anatomically normal fingers. Shirt graphic seen lower right, not hidden. Lens vivid orange-red center fading raspberry/cyan edges with SINGLE coherent reflection of sunlit court fence and sky, no invented building collage. HARD SIDE LIGHT, true skin shadow gradients, absolutely no wax/plastic face or airbrush.
Composition: LEFT x0-43% and lower LEFT are quiet deep COBALT painted concrete wall smoothly out of focus, a slim sunlit vermilion stripe far left edge. Beautiful saturated real colors. Face and visor large enough to sell texture. Close scene with physical believable daylight and shallowDOF. Crop torso at bottom, no head cut. Leave clear uninterrupted blue region x4-44% y45-86% for planned typography, do not generate that typography. NO graphic overlay, no border, no layout. Keep entire photo full bleed.
```

2. Slide 02 — full body, the corrugated wall

- Plate: `02-full-body.png` · SHA-256 `2515ad7aa84dfdf3d0ecf2d61789ebaa14d8f8b0f612e5eb2b69b4b9d44e41eb`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 02)

Exact executed prompt:

```
Generate one extremely photoreal editorial running eyewear campaign photographic plate, portrait 4:5, highest detailed resolution. NO overlay text or page design: real photography for later typography. References1+2 ONLY same owner's facial identity (man center left in2); refs3+4 authoritative slim lean runner body (man LEFT in4). Recreate him faithfully: narrow shoulders, slim arms and SLENDER thighs/calves,
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natural modest muscle definition, NOT muscular model, NOT thick quads. Tan olive skin, thick dark brows,
brown eyes, neat short beard/mustache, small black ear plugs, dark hair peeking under cap.
Outfit identity to establish for entire campaign: very oversized boxy WHITE tee, dropped shoulders elbow
sleeves, front large sophisticated Japanese screenprinted race-poster graphic: word TOKYO in bold cobalt, a
large vermilion red sun with cobalt engraved crane wings crossing it, small black □□ underneath, distressed
ink with believable folds. Short fitted BLACK Nike running shorts exposing slim legs, white tall ribbed Nike
socks, white Nike race shoes with small vermilion accents, vermilion soft unstructured runner cap.
Hero product invent KIORA sunglasses: enormous FRAMELESS single-piece aerodynamic wraparound visor,
continuous tall shield with free polished edge, angular wing tips, shallow central nose notch, thin
translucent raspberry temple arms, tiny white KIORA wordmark on temple, no other brand or oval logos. Vivid
optically plausible multichrome red-orange center, magenta edges and cyan-blue corners, not silver. No upper
or lower surrounding frame.
Scene: genuine contemporary Tokyo side street on a bright clear morning, bold cobalt painted corrugated
doorway with a vermilion vending-machine edge far right, close tangible architecture, no fantasy skyline.
Camera medium-low 50mm full body editorial crop, subject occupies x46-84% y17-94%, casual slight forward
stride, looking at camera relaxed slight natural smile. Shirt front readable and unoccluded. Real rough pale
gray pavement, hard sun from upper left, coherent contact shadows. Leftmost 38% is deep cobalt door mostly
unobstructed; top 12% cobalt too, planned for later headline. Background is gently out of focus, face and
outfit crisp with actual fabric weave and leg hair. Beautiful realistic candid luxury sports campaign, vivid
direct daylight colors, elegant editorial DOF, skin pores and microtexture no waxy skin, no HDR halo, no
synthetic glossy scenery. No generated carousel headline, no borders, no collage.
```

3. Slide 03 — the macro (skin)

- Plate: `03-macro.png` · SHA-256 `bff77b7ccd6d421a889c9a6ad2953969949b775df8ab8beb16d6f4c99b86834a`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 03)

Exact executed prompt:

```
Generate new portrait4:5 EXTREME MACRO photograph for luxury running eyewear campaign. References1+2 actual
owner's face, ref3 exact established face/outfit/visor product. Do not render a full face portrait. Camera
100mm macro lens VERY CLOSE, tight crop from half forehead at top to upper lip at bottom. Only one half of
owner's face is visible entering from LEFT, his eye, cheek and side of nose, the visor dominates UPPER TWO
THIRDS. One continuous rimless wraparound KIORA shield with raspberry-orange multichrome coating,
electriccyan edge at left, free lens edge with no framing whatsoever, tiny white KIORA at outer temple if
visible. Absolutely NO Oakley mark/no oval logos. Skin darker olive/tan with real visible pores, sparse
varying-sized sweat beads, fine vellus cheek hairs, sharp eyelashes barely visible through lens, naturally
uneven beard edge at lowerleft. Crisp lens lower edge and cheek in same narrow focus plane; ear and distance
drop off naturally. No perfect uniform dotted fake pores, no artificial oversharpening.
Reflections must be physically believable: soft blue sky and a defocused cobalt court fence only, one slim
white specular strip, no fake colored cityscape, no CGI rainbow environment. Color is lens coating.
Composition: face/lens from left across upper75% width, lower RIGHT quadrant x50-100% y65-100% is deep blue
distant court bokeh, sufficient clean area for later white type. Background cobalt and darkcyan with bright
red cap blurred sliver above. Bright directional real sun skims textured skin. High-end magazine macro
striking sensory realistic. This must look like real macro photography, NOT close-up CGI. No generated
headline, no overlay, no borders.
```

4. Slide 04 — the product on wet tile

- Plate: `04-product.png` · SHA-256 `a1c01c2afc8c445f8c5e4f4d975ee57b04363b3b4f1a9ec21af0e512c3c97455`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 04)

Exact executed prompt:

```
Create one new original ultrareal product editorial photograph, portrait4:5, for KIORA running visor
sunglasses. Inputreference1 is exact front product geometry as worn; reference2 macro exact raspberry
temple/KIORA wordmark/material/lens edge. Reproduce same eyewear OFF face: oversized single uninterrupted
rimless shield, shallow central nose notch and hidden small clear silicone nose support, squared aerodynamic
rounded outer tips, NO top frame NO lowerframe, translucent raspberry slim temples with tiny white KIORA
wordmark. Multichrome orange-red center, magenta/purple and electriccyan edges, same proportions not
different sunglasses. No Oakley/ovalmarks.
Scene: sunglasses resting physically on a low wet vermilion red lacquered rectangular tray on vermilion
tiled outdoor bathhouse ledge. Entire scene RED except iridescentproduct. Low oblique macro stilllife 85mm
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lens, sunglasses hero x12-92% y44-78%, temples open and touching tray, grounded shadow, tiny credible
droplets on tray and 2-3 tiny drops on lens. Extremely close material texture, authentic molded edge and
hinge geometry, no 3D render. Highlight comes from one bright rectangular open sky patch aboveleft;
reflection only that patch with dark shadow of nearby railing, optically correct NOT rainbowenvironment.
Lens coating supplies multicolor. Beautiful specularcaustics subtle notlaser. Rear red tile wall outoffocus
upper30% leaves large clean darkvermilion typezone. Lower20% deep red trayforeground softly blurred. Bright
editorial daylight, restrained asymmetric arrangement, fullbleedphoto with sensual realmaterials. NO
overlaytext, no extraobjects, no borders, no collages, no packaging.
```

5. Slide 05 — the café (life)

- Plate: `05-context.png` · SHA-256 `f4440e4bd7c92ab2fef7db5404f21aedf6a369be245fb22dc85f29f0b422f46d`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 05)

Exact executed prompt:

```
One new ultra realistic fullbleed portrait4:5 editorial photograph in an eightimage KIORA eyewear
fashionrunning campaign. References1+2 owner's FACE identity, reference3 EXACT slim body and outfit,
reference4 EXACT visor. Same owner lean slim runner NOT bulky shoulders or thickquads. Same oversized white
TOKYO cobalt crane vermilion sun black□□ graphic shirt exactly, shortblack Nike running shorts, whitecrew
socks whitecoral Nike racers, red softcap, blackearplugs, tinyshortbeard. Same huge FRAMELESS orange magenta
cyan multichrome visor, thin raspberry temples with small KIORA noOval/noOakley.
Scene completely different: quiet authentic Japanese kissaten cafe outside, close timber facade and one
cream noren curtain, owner perched sideways on low dark wooden stool LEFT of frame, slimlegs relaxed planted
naturally on asphalt, holding a small clear cup of iced blackcoffee casually low near knee in one hand,
other hand on thigh. No giant thighs, referencebodyprecision. Candid natural openmouthed smile to someone
offcamera left, facevisible3/4. Mid/fullbody 50mm shot with beautifully shallow DOF, extreme real
skin/material fidelity. Sunlight from left makes cap and lenses glow, Tokyo print visible. Cup condensation,
blackcoffee with physically normal ice, natural folds, shin hair, weathered timber texture,
authenticshoeconstruction.
Composition owner x7-60% y19-96%; RIGHT x64-100% mostly dark shadowed cedar panel y18-75% clean region for
later typography. Soft cream noren top-left, warmcafe interior bokeh only, one thin cobalt metalpost farleft
tiescampaign. Keep scene bright with rich sunlight but rightwood darkenough forwhite text; no glowingfabric
orfakeCGI street. No overlaytext/borders/collage.
```

6. Slide 06 — the laces (touch)

- Plate: `06-detail.png` · SHA-256 `7abb4fb5a12f827f6e2295107020bc0776793de9943b67f6dfa5f52b593091fe`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 06)

Exact executed prompt:

```
One new hyperreal editorial runningfashion photograph portrait4:5. References1+2 actual owner FACE
identity,3 actualslim body manLEFT,4 established exact Tokyo crane tee/outfit,5 established frameless KIORA
multicolorvisor. Same man, very slender runner legs/slimarms/narrowframe NO thickquads. Same oversizedwhite
TOKYO cobaltcrane/redsun tee, blackveryshort Nike shorts, whiteNike crew socks whiteNike coral accented
shoes, redcap, KIORA raspberry orange cyan singleframelessvisor noOakley/nooval.
Unique tactile PREPARATION scene: camera very LOW close to a real red outdoor Japanese stadium concrete
stair, 60mm lens f2.8 focused on foreground SHOE and slim owner's fingers tying its laces. Owner crouching
on RIGHT half, one shoe on lowstep, other foot grounded behind naturally. Tight 3/4body composition, shoe
toe x48-93%,y70-89% visibly weavewhite fabric and sole texture and laces, slender ankle into white
ribbedsock; fingers tugging two laceends anatomically correct. Owner's shirt with folded partlyvisibleTokyo
graphic and his face/cap/visor at upperRIGHT softly outoffocus but still recognizable, normaldepth. No
pretending allplanes are sharp; lensfocus foregroundlaces materialauthenticity. Hard real sunlight
fromupperleft, true shadows sharp atcontact, lightbouncing off redconcrete, notplastic, novideo-game
anatomy. LEFT x0-43% mostly dark vermilion upright concrete stair riser with subtle roughtexture and clear
quiet regions at y18-70% for typography; nofoot orhands there. Realordinary stairs noepiclandscape. Color
white/cobaltshirt against gorgeous redstair and orange/cyan visor. No textoverlay, nogeneratedheadline,
nocollage, noborder.
```

7. Slide 07 — the stride (motion)

- Plate: `07-action.png` · SHA-256 `2b99f74f3ef3391cc746242f85c0b2095a183418d91cd56e1f1cf01967bd65d1`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 07)

Exact executed prompt:

```
Create ONE new veryreal highend editorial sports photograph portrait4:5. References1+2 owner's SAME face;3
exactactual SLIM LEAN body reference manLEFT;4 established Tokyo outfit;5 macro eyewear design. Narrow
runner's frame, lean narrowshoulders, slim arms, slender thighs and calves NOTbodybuilder. Same
whiteoversized TOKYO bluecrane/redsun graphic exactly, shortblack Nike shorts whiteNike crews whitecoralNike
shoes, redcap, blackearplugs, same KIORA oversized rimless magenta-orange-cyan shield and thinredtemples
noOakley.
Dynamic real RUNNING shot on vermilionred urban athletic track beside a lowconcrete Japanese
runningoverpass. Extremelylow camera 35mm but no exaggerated foreshortening; owner's fullbody in relaxed
midstride airphase, legs natural slim nothuge, faceturn3/4 toward right, arms bent naturally, shirt
fluttering a little. Sharp face/visor and torso, slight movement at shoetips only. Sunfromleft
crispdeepcontactshadow below, actual fabricweave, legskintexture. Physical plainer urban architecture only
bottom15%, blue trackfence farbackground edge; no epiclandscape, nofakeclouds. Background is REAL clear deep
cobalt sky filling upper65% with NO clouds.
CRITICAL COMPOSITION FOR LATER TYPOGRAPHY: Owner head center at x40%, y42%; torso x35-55%, y52-69%;
wholebody x22-71%, y39-92%. TOP third empty blue sky. UpperRIGHT quadrant x62-95%,y15-47% EMPTY
uninterrupted blue sky. It will hold open O letter counter later; no person or props there. We will set
giant letters G at x8-43%, O at x55-93%, y17-49%, so head may overlap ONLY lowright outer edge ofG, NEVER O.
Do NOT generate letters. Camera catches genuinehuman airborne midstride notfloating cutout or leaps. Natural
radiant intense midday photo, sportsmagazine realism. Fullbleedphoto no text/noillustration/no border.
```

8. Slide 09 — the overhead closing frame

- Plate: `08-cta.png` · SHA-256 `ad75976c4fbe5233c428498e80967e4239824ce619aaccd3e8f29516df3bf6ed`
- Route: Codex built-in image_gen · references attached: yes
- Record: `brands/performance-creative-lab/output/carousel-030-2026-09-12/generation-prompts.json` (slide 08)

Exact executed prompt:

```
Create one exceptionally high-end photorealistic editorial campaign photograph, portrait 4:5, no overlay
typography. This is a closing photograph for an eight-slide running fashion campaign, and must be a
COMPLETELY NEW scene rather than a recolored earlier photograph.
REFERENCE AUTHORITY: first two images are the real man's FACE IDENTITY; third is his actual lean body
reference (LEFT man only). Fourth locks the entire wardrobe and proportions. Fifth locks the original visor
sunglasses and authentic skin detail. Recreate the SAME owner: tan olive complexion, expressive thick dark
brows, dark short curls, neat short mustache and close beard, small black ear plugs, narrow lean runner
frame, slender arms, thighs and calves. Do not inflate muscles, broaden shoulders or beautify into a
different generic model.
WARDROBE EXACTLY: very oversized boxy white dropped-shoulder shirt, large distressed cobalt TOKYO front
graphic, vermilion sun, cobalt engraved crane across sun, black □□ under; very short black Nike running
shorts, white crew Nike socks, white Nike running shoes with coral red accents, vermilion soft running cap.
Eyewear must remain same original KIORA oversized single continuous truly frameless shield, multichrome
orange red center transitioning vivid magenta and cyan side edges, translucent raspberry temples with tiny
KIORA wordmark, no Oakley or oval logos, no silver coating, no rim along upper or lower lens edge.
SCENE AND CAMERA: bold direct overhead environmental editorial portrait on a REAL vermilion painted urban
pedestrian crossing in Japan. Photographer looking nearly straight down from a low elevated platform, 50mm-
equivalent perspective with no fisheye. Man stands in LOWER CENTER of image, looking up directly at camera
with a subtly confident natural half smile. He is relatively close, visible from cap to just below knees,
occupying x28–76%, y43–100%. His actual legs stay slim. Arms loosely at his sides. The visor is prominent on
his face with optically plausible reflection of blue sky and a nearby building, subtle eye visibility. Cap
crown begins below 42% height. Large real white crossing stripes run diagonally through BOTTOM SIDE CORNERS
only, with their vanishing perspective consistent. A few street details out of focus at extreme edges, no
cars, no crowds, no floating items. Top 39% of frame is uninterrupted rich deep vermilion painted asphalt in
soft shade, finely granular, intentionally a calm dark reddish field for future cream typography. NO printed
words or fabricated sign in that empty area. The whole top text area has consistent deep red value, not
white stripes. Upper image must not contain the subject or any unrelated object.
LIGHT AND REALISM: warm hard side daylight from left grazing shirt and face; real directional shadows,
natural slightly weathered road paint, skin pores, facial vellus hair, realistic uneven sweat sheen,
individual eyebrow hairs, crisp woven tee fibers and ink worn on folds. Optical depth of field f/3.2 with
focal plane on face and visor; road progressively softer further away. Beautiful luminous saturated
vermilion/cobalt/white palette. Like a superb medium-format streetwear editorial photograph, tactile and
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believable, no illustration, no surreal scenery, no CGI, no plastic skin, no fake clouds, no exaggerated
quads. Keep original identity, correct hands and believable anatomy. Photograph only, absolutely no campaign
text or bars.
```

Consistency checklist

1. References attached: The approved face/body and one angle-appropriate KIORA product reference were attached to this generation.
2. Identity match: Face shape, features, skin tone, and distinctive details read as the same runner across all human scenes.
3. Lean body authority: Shoulders, torso, arms, and legs remain slim endurance-runner proportions with no added bulk.
4. Wardrobe continuity: The oversized Tokyo crane/red-sun/cobalt tee, compression shorts, socks, shoes, and cap retain the same design, fit, and colors.
5. Product identity: The KIORA visor is one frameless multicolor shield with red temples, coherent curvature, hinges, scale, and face contact.
6. Optical plausibility: Reflections and refraction come from the photographed environment; eyes, skin, and scene do not smear through the lens.
7. Human realism: Pores, sweat, fine hair, hands, joints, gait, and effort remain anatomically natural without plastic smoothing.
8. Physical contact: Feet, furniture, fabric, gear, water, and eyewear obey gravity, pressure, shadows, and surface contact.
9. Scene uniqueness: Viewpoint, action, setting, product orientation, silhouette, and text field materially differ from the other seven scenes.
10. Sequence rhythm: The set alternates portrait, full body, macro, product, context, ritual, action, and overhead CTA without repeating composition.
11. Planned text field: Negative space was art-directed before generation, stays free of essential detail, and supports the intended hierarchy at native and phone size.
12. Deterministic finish: The photograph contains no generated copy; add and QA all typography afterward in Remotion. Reference use improves consistency but does not guarantee perfect identity, so reject visible mismatches.