

HIMANI SHIVPURI



KAPIVA ARTHO SURE

CAMPAIGN

Mockumentary / Smart Saas Comedy

FORMAT

55–60 Second Digital Ad

LOOKS

2 Distinct Looks

DOCUMENT

Stylist + HMU Reference

PROJECT BRIEF

TWO DISTINCT LOOKS.

This deck is the primary reference document for the Stylist and Hair & Makeup team. Two separate scripts, two completely different looks. They must not bleed into each other visually or tonally.

1

HIMANI AS HERSELF

Script 1 · Authentic Self

The real Himani Shivpuri — not a character. Simple, authentic, warm and effortless. Natural hair, light makeup, comfortable Indian homewear. The audience must feel like they are looking at her real life.

WARM & RELATABLE

EFFORTLESS

MINIMAL STYLING

AUTHENTIC

2

THE SMART SAAS

Script 2 · Comical Character Role

A larger-than-life, hyper, funny older Indian woman — a classic Saas archetype rooted in Indian TV and film culture. Fully styled and character-driven: traditional saree, full hair and makeup, exaggerated but believable and instantly recognizable.

THEATRICAL

TRADITIONAL INDIAN

FULLY STYLED

ICONIC SAAS

LOOK 01

HIMANI AS HERSELF

**SIMPLE.
COMFORTABLE.
INDIAN.**

GARMENT TYPE

Simple straight-cut kurti or casual Indian homewear. Everyday wear at home — not formal.

FABRIC

Soft cotton, linen, or chanderi. Lightweight, breathable. Lived-in feel.

SILHOUETTE

Relaxed fit with churidar, leggings, or simple salwar. Nothing tailored or constructed.

AVOID X

Heavy embroidery, sequins, bright prints, stiff silks, anything that reads 'dressed up.'

PALETTE



OUTFIT DIRECTION



"LIKE A TRUSTED FRIEND" · WARM · EFFORTLESS · REAL

HAIR & MAKEUP LOOK 01

HAIR

NATURAL. UNDONE.

STYLE

Natural hair, light blow-dry only. Loose bun, half-up, or open — whatever she is most comfortable with.

TEXTURE

Soft and natural. No heavy products or stiff hold. Controlled but not constructed.

COLOUR

Her natural colour. No full-coverage colour work. Grey streaks are fine — they add authenticity.

AVOID X

Tight buns, heavy sets, theatrical updos, over-volumized blow-outs, heavy hairspray. No ornaments.

MAKEUP

FRESH. LIGHT. HER OWN.

BASE

Light coverage foundation or tinted moisturizer. Skin must look like skin — not cakey. Glow finish.

EYES

Soft kajal or kohl in waterline. Mascara optional. No dramatic eye shadow.

LIP + BINDI

Natural MLBB or soft nude-pink lip. Polished, not bold. Small optional bindi only if she wears one personally.

AVOID X

Heavy contouring, bold lips, dramatic eyes, heavy blush, over-drawn brows. Minimal only.

TONE REFERENCE



THE SMART SAAS

LOOK 02

ICONIC.
EXPRESSIVE.
INSTANTLY
RECOGNIZABLE.

Himani plays a larger-than-life older Indian woman — the kind of Saas every Indian household knows. Think Sooraj Barjatya family dramas, Kirron Kher in Dostana. Expressive, lovable, slightly dramatic.

CULTURAL REFERENCE POINTS

- Hindi TV serial Saas archetype
- Kirron Kher-style energetic matriarch
- Traditional North/Central Indian household
- Hum Aapke Hai Koun visual language

CHARACTER BRIEF

LOOK INSPO



FUNNY · DRAMATIC · LOVABLE · LARGER-THAN-LIFE · INSTANTLY RECOGNIZABLE

SAREE

LOOK 02

DRAPE STYLE

Traditional Seedha Pallu drape. Neat, fully covered. No modern drape variations.

FABRIC

Cotton silk, Banarasi-style, or chiffon with border. Should have body and drape well on camera.

RECOMMENDED COLOUR

Warm earthy: golden-brown, mustard, burnt orange, deep cream. OR classic: cream + red border.

BLOUSE

Matching or contrasting full-sleeve or 3/4 sleeve. Traditional cut — no modern backless or designer cuts.

AVOID X

Overly glamorous designer sarees, pastel/baby colours, solid white. Nothing that reads 'fashion-week.'

SAREE COLOUR PALETTE



JEWELLERY

OUTFIT & JEWELLERY

NECKLACE — MANDATORY

Long pendant necklace — gold, round or flower pendant. Hangs to chest. Classic Indian design. NOT a choker. (See PDF pg 2)

BANGLES — MANDATORY

Multiple gold bangles on BOTH wrists. Stack of 4–8 kadas or thin gold bangles. Must be visible on camera. No silver.

EARRINGS — MANDATORY

Round gold stud / tops — medium-sized circular gold earrings. Simple, traditional design. No jhumkas. (See PDF pg 2)

OPTIONAL ADDITIONS

Simple toe ring or payal if visible. Plain gold ring. Maang tikka only if character justifies — otherwise skip.

LOOK 02

HAIR

THE TRADITIONAL LOW BUN.

PARTING

Centre parting — always. Smoothly combed, no poof at crown. Hair sits flat from root to ear.

BUN PLACEMENT

Low nape bun — NOT a top knot. Sits at nape of neck. Tight, secure, traditional Indian style.

TEXTURE

Smooth with gel or serum. No loose strands or wisps. Fully controlled — classic Doordarshan-era look.

ACCESSORIES

Optional small gold clip or pin at bun. Minimal — the saree and makeup carry the character.

MAKEUP

FULL FACE. CHARACTER-LED.



BIG RED BINDI — MANDATORY. NON-NEGOTIABLE.

The #1 character signal. Large, round, red. Centre of forehead.

BASE

Full-coverage foundation, well-set. Camera-ready, smooth finish. Polished — this is a character.

EYES

Thick kajal on waterline + lash line. Mascara. Soft warm eye shadow. Well-groomed brows.

LIP

Rich lip — deep rose, brick red, or traditional Indian lip. Full coverage, matte-satin finish.

CHEEKS

Warm blush — peach or rose. Must read on camera. Vibrant to match the character's energy.

LOOK 03 ON-SET DIRECTOR

ADDITIONAL CHARACTER

**FUNCTIONAL.
AUTHORITATIVE.
CREATIVE CHAOS.**

OUTFIT

Plain tee or shirt with cargo pants/jeans, utility vest on top. Muted tones — olive, navy, black, beige. Relaxed fit, sneakers.

PROPS & ACCESSORIES

Viewfinder/monitor, walkie-talkie, lanyard, clipboard, headphones, coffee cup. Cap, sunglasses, sling bag, smartwatch.

HAIR & GROOMING

Practical, undone — often under a cap. Light stubble or simple grooming. No styling needed; a no-fuss, busy-on-set look.

AVOID X

Formal wear, suits, polished styling, jewellery — anything that looks 'dressed up.' Should look like they've been on set since 5 AM.



"RUNS THE SET" · BUSY · AUTHORITATIVE · APPROACHABLE

LOOK 04 DOMESTIC HELPER

ADDITIONAL CHARACTER

**HUMBLE.
PRACTICAL.
HARDWORKING.**

OUTFIT

Simple cotton saree, neatly tucked, or salwar kameez with dupatta tied back. Muted, practical prints — small florals, faded solids.

JEWELLERY & PROPS

Minimal jewellery — small gold-tone studs, thin bangles, mangalsutra if married. Cleaning cloth, rubber chappals, house keys.

HAIR & MAKEUP

Simple oiled hair in a tight braid or low bun. No styling. No makeup, or at most a small bindi. Practical and unfussy.

AVOID X

Designer prints, jewellery-heavy styling, salon-fresh hair, makeup, heels — anything that doesn't read as everyday practical workwear.



"EVERYDAY & AUTHENTIC" · HUMBLE · PRACTICAL · HARDWORKING