YOUR FRAMES.
YOUR EVERYDAY.

Your Welham pair has arrived. Here's how to bring it into the content you already love making.

ON YOUR FACE



REFERENCE / MELLER

IN THE DETAILS



REFERENCE / WMP

PART OF YOUR LOOK



REFERENCE / HAWKERS

MAKE IT YOURS.

01 / WEAR THEM

Try your pair with your usual clothes.

02 / PICK ONE ROUTE

Choose a format from the pages that follow.

03 / USE YOUR VOICE

Keep your own style and honest opinion.

Day in the life 02

Try-on / Get ready with me 03

Unboxing / Product details 04

Wear review / Filming tips 05

Choose one route unless we have agreed otherwise. Deliverables, due dates, posting and usage follow your individual agreement.

A DAY IN YOUR FRAMES.

Coffee, a walk, errands or a weekend plan. Make your frames a natural part of your day.

DAY IN THE LIFE / YOUR SHOT PLAN

15-30 SECS / SUGGESTED

01 GET READY

Put the frames on. Show the finished outfit.

02 HEAD OUT

Film 2-3 real moments from your day.

03 LOOK CLOSER

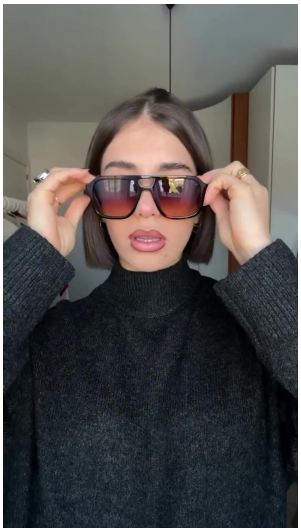
Add a steady close-up of your actual pair.

04 END ON THE LOOK

Finish wearing them, with a clear front or side view.

FRAMING INSPIRATION

Use these for framing. Film your own day-in-the-life story.



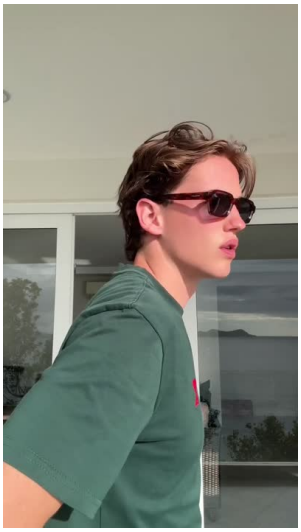
GETTING READY

REFERENCE / HAWKERS



THE CLOSE-UP

REFERENCE / WMP EYEWEAR



THE SIDE VIEW

REFERENCE / MELLER

YOUR OPENING COULD BE

"Come with me for a slow Saturday."

Start on the frames or the finished outfit. Use your own voice, natural sound or a simple montage.

SHOW HOW YOU WEAR THEM.

Real video examples. Each strip shows three moments from the same video, in order. Tap a strip or WATCH to see it move.

01 / THE TRY-ON

15-25 SECS

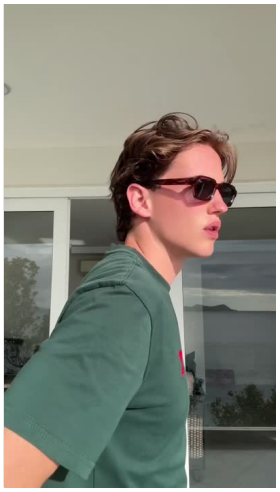
ANGLE / THE FINISHING TOUCH



00:00.15 / FRAMES



00:02.50 / ON FACE



00:07.88 / PROFILE

WATCH THE ORIGINAL / MELLER

Borrow: the product-to-face reveal and clear side view. Opening line is our suggestion.

YOUR OPENING COULD BE

**"Same outfit.
One finishing detail."**

THEN SHOW

Hold your Welham pair close.
Put them on.
Show front + side views.
Finish on the look.

YOUR TWIST

Use your usual outfit. Speak, add a voiceover or let the reveal do the talking.

Open video file

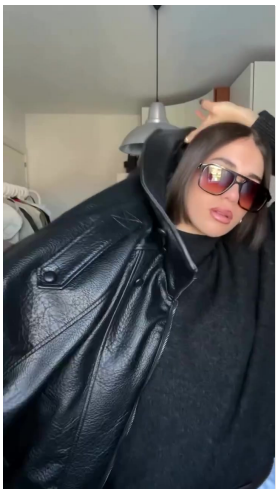
02 / GET READY WITH ME

15-30 SECS

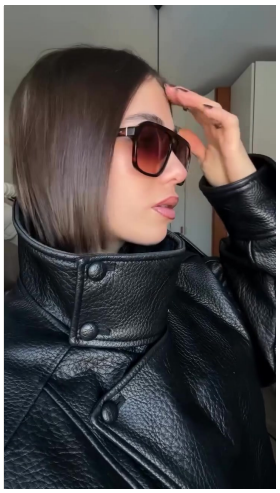
ANGLE / SHOW UP WITH INTENTION



00:04.96 / FRAMES



00:06.58 / JACKET



00:09.82 / THE LOOK

WATCH THE ORIGINAL / HAWKERS

Borrow: glasses as part of getting dressed. The source styles two pairs; one works for us.

YOUR OPENING COULD BE

**"The last detail
before I head out."**

THEN SHOW

Get ready for a real plan.
Choose your frames.
Add your jacket or layer.
Show the finished look.

YOUR TWIST

Your clothes. Your routine. One pair is enough. Add where you are going, if you like.

Open video file

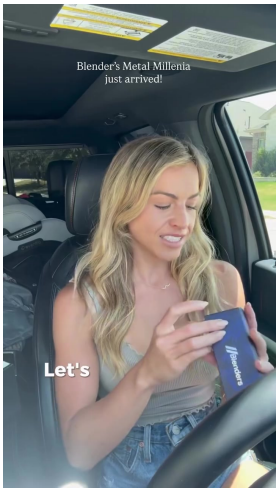
OPEN IT. LOOK CLOSER.

Show what arrived and what you genuinely notice. The words beside each video are prompts for your Welham version.

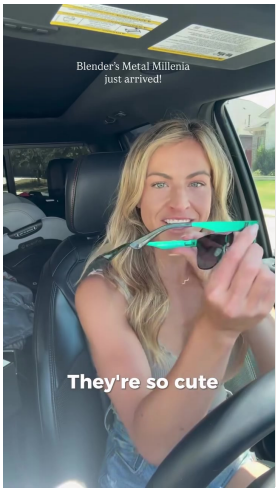
03 / UNBOX + FIRST IMPRESSIONS

20-35 SECS

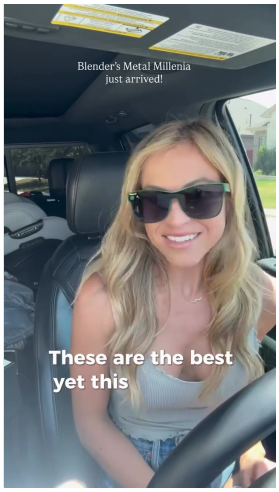
ANGLE / GOOD TASTE WITHIN REACH



00:00.10 / OPEN



00:10.20 / DETAIL



00:30.39 / TRY ON

WATCH THE ORIGINAL / BLENDERS

Borrow: opening, handling and wearing the same pair. Give your own opinion and facts.

YOUR OPENING COULD BE

"These just arrived. Let's see them on."

THEN SHOW

Open your actual delivery.
Show one detail up close.
Try them on, front + side.
Tell us your honest first take.

YOUR TWIST

Already opened them? Say "Here's what arrived." A later review should reflect real wear.

Open video file

04 / UNWRAP + SHOW THE DETAILS

10-20 SECS

ANGLE / GOOD TASTE WITHIN REACH



00:00.15 / UNWRAP



00:04.88 / FRONT



00:10.74 / SIDE

WATCH THE ORIGINAL / WMP EYEWEAR

Borrow: unwrap, reveal, then rotate. The source is a hands-only product demonstration.

YOUR OPENING COULD BE

"A closer look at the details."

THEN SHOW

Lift out your actual pair.
Slowly show the front.
Turn to the arm and finish.
Hold each view steady.

YOUR TWIST

A quiet detail video works. Use daylight, natural sound or your own voiceover.

Open video file

TELL US HOW YOU WEAR THEM.

Choose one route, not every format. Keep your own voice and styling. A wear review comes after actually wearing your pair.

05 / THE WEAR REVIEW

20-35 SECS

ANGLE / THE FINISHING TOUCH



00:00.15 / TALK



00:02.50 / DETAIL



00:12.43 / ON FACE

WATCH THE ORIGINAL / BELVOIR & CO

Borrow: talking on-face and detail cutaways. For Welham, add your outfit and genuine wear experience.

YOUR OPENING COULD BE

"Here's how I've been styling these."

THEN SHOW

Say what you like wearing.
Show your outfit with them.
Explain what they add to it.
Cut closer to show the frames.

YOUR TWIST

Talk like you would to a friend. Only describe wear, comfort or reactions you really experienced.

Open video file

MAKE THE FIRST THREE SECONDS COUNT.

Start with the interesting bit: the frames, a finished look or a reveal. Skip the greeting. The rest of the video should deliver on your opening.

FORMAT	YOUR HOOK COULD BE	SHOW IMMEDIATELY
Try-on	"Same outfit. One small change."	Glasses off, then on.
Wear review	"Here's how I've been styling these."	Wearing them with your outfit.
Get ready	"This look needs one more thing."	Add the frames to your look.
Unboxing	"Let's see these on."	Reveal the pair, then try on.
Detail video	"Look at the detail on these."	Close-up of that exact detail.

Make the hooks sound like you. If agreed, film two different 3-second openings for the same video. Keep the main body the same; no need to remake it.

Film 9:16 with good light, clear voice and true lens colour. Use confirmed facts only. Send agreed files via your Welham upload link; clean raw clips if included. Quantity, deadlines, posting, disclosure and paid ad rights follow your agreement.