

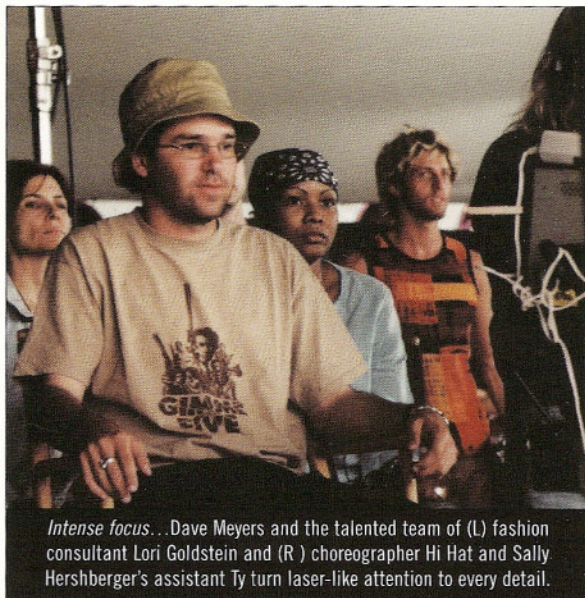
the director

One of today's most prolific music video directors, at only 27 years old, **Dave Meyers** has worked with the best artists in the business. Some of his latest music video projects include directing Janet Jackson's "All For You," Missy Elliot's "Get Your Freak On," Britney Spears' "Lucky," Dido's "Thank You," Creed's "Arms Wide Open," Dave Matthew's "The Space Between," and he just finished shooting Jennifer Lopez's latest video. Frequent MTV and Source Awards nominee, David was recently awarded the 2001 Music Video Production Award for "Best Rap Video" for Outkast's "Bombs over Baghdad."

In masterminding the Sheer Blonde video, Dave blended music video style and commercial style by "keeping the product in mind, featuring close-ups on the girls that were clean and pretty, then editing in a dance routine and lip sync, while slipping in three product shots as cutaways"

"The focus was definitely on the hair, but the backgrounds and the movement was just as important. Lighting-wise, we always made sure the hair was highlighted well."

Dave Meyers' set design focussed on large, clean backgrounds, using a few key monumental shapes and textures. "I like graphic, simple backgrounds. My production designer and I sat down and discussed different abstract shapes an



Intense focus... Dave Meyers and the talented team of (L) fashion consultant Lori Goldstein and (R) choreographer Hi Hat and Sally Hershberger's assistant Ty turn laser-like attention to every detail.



Mr. Nice Guy... He may be the hottest video director around, but Dave Meyers' easy-going nature puts "newbie" video performers Alex and Brit completely at ease.

the fashion

Lori Goldstein, the fashion consultant for the *Sheer Blonde* commercial, who has worked with such

