

Pepsi Beyoncé 'Live For Now' 2013

**THIS MATERIAL IS UNDER GLOBAL EMBARGO UNTIL
09:00 EDT / 14:00 GMT ON 4th APRIL 2013**

TY HUNTER - STYLIST

INTERVIEW TRANSCRIPT

CAPTURED ON SET OF THE PEPSI "MIRRORS" TVC

Interviewer: How has Beyoncé's style evolved over the years?

Ty: Her style has evolved. She is a trendsetter. My job has been so easy because she is an amazing person and an amazing spirit and she knows how to carry anything you put on her and make it sell. I believe that you could just put a trash bag on her – we haven't done that yet – but I think she could put a trash bag on and make it look amazing.

Interviewer: How has it been re-living all of Beyoncé's iconic past looks for this Pepsi advert?

Ty: I was just in awe going back through the old looks like the 'Crazy in Love'. I never took time out to look back because we've been going so much, but reflecting back on costumes that are 11, 12 and 13 years old is amazing. We were back in the room together and we were like: 'Oh! The 'Bootylicious' costume! Oh! The 'Deja-Vu' costume!' which was really cool. This project and the concept is really cool.

Interviewer: What do you like about the storyline of the Pepsi advert?

Ty: I just think the whole treatment of this ad is really awesome because it lets people see everything she has done and accomplished in this amount of time. Just to have it all in one commercial is going to knock everybody out. Like I was saying earlier, we're constantly on the go and worrying about the next project, so to actually see everything that we have done in one body of work is really awesome.

Interviewer: What is the new look you are trying to create for Beyoncé in this Pepsi advert?

Ty: It's a surprise. We are playing around with different looks right now but it's definitely going to be something unexpected.

Interviewer: How do you collaborate with Beyoncé to help keep her style new, fresh and 'now'?

Ty: It's a team of us. We all get together and she gives us an idea of her vision and we sit down and we have meetings and do mood boards and tear sheets to make it all come to life.

Pepsi Beyoncé 'Live For Now' 2013

Interviewer: What is your fashion philosophy?

Ty: My fashion philosophy is knowing what the client likes and also knowing what works on their body. Just knowing their comfort zone in fashion; and knowing what they will and will not do and just trying to meet them halfway in the looks. That's what my fashion philosophy has been over the years.

Interviewer: Does style have to be individual?

Ty: You really have to know the person's body. She has to feel good in the garment to make it shine on the carpet, so you have to know the person's body and know their dos and don'ts. You can play around with it but you also need to know that that person has to feel comfortable in whatever they are wearing.

Interviewer: What is your favorite outfit in this Pepsi advert?

Ty: If I had to pick an outfit out of all the outfits that we're doing in the commercial, it would definitely be 'Crazy in Love' because it's when she became. Just being on the shoot, I had an emotional moment where I actually started crying because I saw a woman versus the child I started out with in Destiny's Child. I was looking in the monitor and I saw a woman. So that was my moment of seeing the growth in her and the growth in me, and the point when everything started flowing in another direction. It was exciting but scary at the same time because I saw a woman versus a child that I saw in the old videos in the monitor, but I knew that great things were ahead and that she would become this icon she has become today.