



**SAFEEN**  
THE DREAM

Director

**SAFEEN 'THE DREAM' JAMES**

Photographer

Now LISTENING



Safeen is a Filmmaker & Photographer that focuses on capturing cultural experiences within the fashion, commercial and narrative space.

Safeen feels compelled to tell nostalgic stories connected to cultural identity, which aims to contribute to the representation of cultural experience across the globe.

At the heart of all her work, is an eagerness to instigate a form of awakening about one's identity and their place in a community.

### About

Safeen James



### Films to Watch

- Shrek
- Shrek 2
- Shrek 3
- Shrek 4
- My Father's Shadow
- Anastasia
- Mulan
- Nobody Knows
- Memories of Murder
- Crazy Rich Asians

WATCHLIST

**F I L M**

# BEYOND THE LINE

**Campaign Film**

**Adidas**

**Director**

Highlighting performance product and latest products from the SS25 originals range



# MADE FOR SUMMER

**Campaign Film**  
**Dr Martens**  
**Director**

Storytelling piece to re launch a heritage product  
connected to sound system culture in Ldn



COMPILATION

VOCAL

VOCALS C

VOCALS

DOMI

CARDINAL

VP



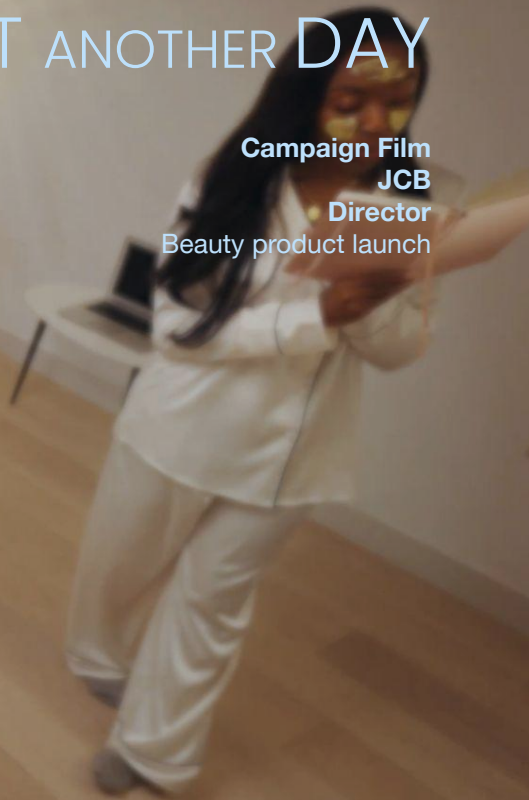
# WAVY GIRLS CLUB

Campaign Film  
GDS  
Director  
New collection launch



# JUST ANOTHER DAY

Campaign Film  
JCB  
Director  
Beauty product launch





# JINGLE BELLS

Xmas Ad  
Sports Direct  
Director  
Connecting gift giving season with football



# ANGEL

Micro Short  
Director

A film about a girl who starts to see  
in herself, what others see in her



FILM | NARRATIVE

# PENNY FOR YOUR THOUGHTS

Micro Short  
Director

A film about an unexpected  
conversation with a magical fountain



FILM | DOCUMENTARY

# AWAY FROM THE FIELDS

Short Documentary  
Director

Nominated for *Best Documentary*  
at the BFI Future Film Festival



FILM | DOCUMENTARY

# THE YEARS WITH YOU

Short Documentary  
Director

Documenting a 50 year long marriage with  
the aim of capturing mature Black love



**PHOTOGRAPHY**

Brand: ADIDAS  
Photographer



BEYOND THE LINE

Brand: UGG  
Photographer



ICONIC DESIGNS

Brand: PUMA  
Photographer



PUMA x SEKOU

Brand: DR MARTENS  
Photographer



MADE FOR SUMMER

Brand: ARSENAL  
Photographer



BLACK ARSENAL

Brand: GETTY X BBC KIDS  
Photographer



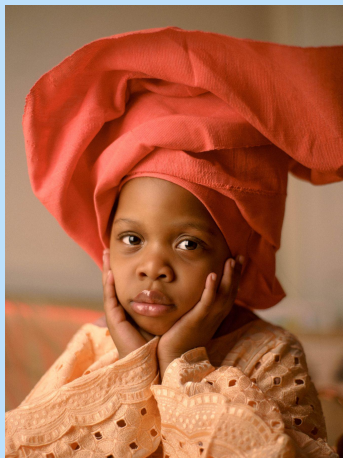
GOLDEN TIME

'AS ABOVE'  
Photographer



AS ABOVE

'CHILD'S PLAY'  
Photographer



CHILD'S PLAY

'AWAY FROM THE FIELDS'  
Photographer



AWAY FROM THE FIELDS

'THE YEARS WITH YOU'  
Photographer



THE YEARS WITH YOU

**THANK**

**YOU**

**SAFEEN**  
THE DREAM