

From LED Horizons to Hay Bales: American Eagle™s Ella Langley Campaign Takes Over Skyway Studios

Description

When a fashion campaign needs a full world – not just a set

For American Eagle™s latest campaign featuring country breakout Ella Langley, the creative brief called for variety: multiple looks, multiple moods, and a visual language that could move from polished fashion to rugged, country realism-fast.

So the production didn™t just book a studio. They took over [Skyway Studios](#).

Across [Studios A, B, C, and D](#), plus [dressing rooms, green rooms, and the guest lounge](#), the team built an end-to-end workflow designed for speed, comfort, and creative flexibility.

<https://www.youtube.com/watch?v=Q4JAI02Y8IE>

Production footprint: A four-studio workflow + flex space

This shoot sprawled intentionally™ because the creative required it.

• Studios A, B, C, and D handled the core production needs, with Studio C™s [Cyc Wall](#) and Studio D™s [LED Stage](#) forming the two • anchor• environments.

• [Studio J](#) served as flex space, offering approximately 12,000 sq. ft. overall usable space. Skyway™s on-campus infrastructure™ private dressing rooms, green rooms, and a guest lounge™ helped keep talent and crew moving smoothly through long production days.

And because scale matters when you™re planning a big build, [Skyway™s specs](#) make it easy to map out a multi-room plan:

• Studio A: 4,094 sq. ft.

• Studio B: 5,029 sq. ft.

• Studio C: 3,340 sq. ft. + 36™ x 27™ Cyc Wall

• Studio D: 4,086 sq. ft. (LED Stage)

By the numbers: Turning stages into a real landscape

This was not a • drop in a background plate and go• production. The build was practical-heavy, by design.

To bring the environment to life, the team brought in:

• 150 hay bales

- â€¢ Two horses for scenes shot in Studio D
- â€¢ A full wildflower and ground cover build for in

Studios C and D, including:

- â€¢ 20 pallets of wildflowers
- â€¢ Grass coverage equivalent to 20 yards on a football field
- â€¢ 20 cubic yards of dirt
- â€¢ 30 cubic yards of mulch

The result: sets that felt tactile and cinematic, grounded by real-world textures, while still benefiting from the control (and speed) of a studio environment.





Studio D: LED-powered transformations with practical realism

In Studio D, the production leaned into Skyway's™ LED Stage™ not as a replacement for practical set work, but as a multiplier.

Skyway's™ LED Stage is designed for immersive environments and fast creative iteration, with a current LED configuration listed as 36'™ x 13'™ 6"• with a 3'™ curve.

The stage's™ feature set emphasizes quick changes and on-set visualization, so creatives can adjust environments in real time and capture different looks efficiently.

For this campaign, that meant the creative team could craft multiple settings in a single production

windowâ€”supporting different moods and backgrounds to highlight American Eagleâ€™s style and brandâ€”while still integrating real elements on the floor (and even live animals) for authenticity.

Studio C: Cyc Wall becomes an open field of wildflowers

While Studio D delivered infinite digital worlds, Studio Câ€™s Cyc Wall delivered something equally powerful: a seamless, controlled environment for clean looks or full scenic transformations.

Skywayâ€™s Cyc Wall, a 90-degree cove, was built to create a smooth, seamless background with â€œunlimited possibilities.â€•

For this shoot, Studio C became a practical meadow: wildflowers, grass, dirt, mulch, and hay brought the environment to lifeâ€”while the Cycâ€™s seamless curve kept camera moves and angles clean.



Efficiency win: Nashville Lighting & Grip, an in-house solution

Big builds move faster when critical vendors are close.

This production utilized Nashville Lighting & Grip, which is located at Skyway which helped the production maximize efficiency and reduce costs.

Efficiency win: Nashville Lighting & Grip, an in-house solution

Ella Langley's rise has been nothing short of explosive—and this campaign arrives at a major moment in her career.

She's set to release her sophomore album, [Dandelion](#), on April 10, 2026.

Her breakout hit "Chasin' Texas" reached No. 1 on the Billboard Hot 100, and reporting also highlighted a rare multi-chart moment across major Billboard lists.

She was named [ACM New Female Artist of the Year](#) (ahead of the 60th ACM Awards).

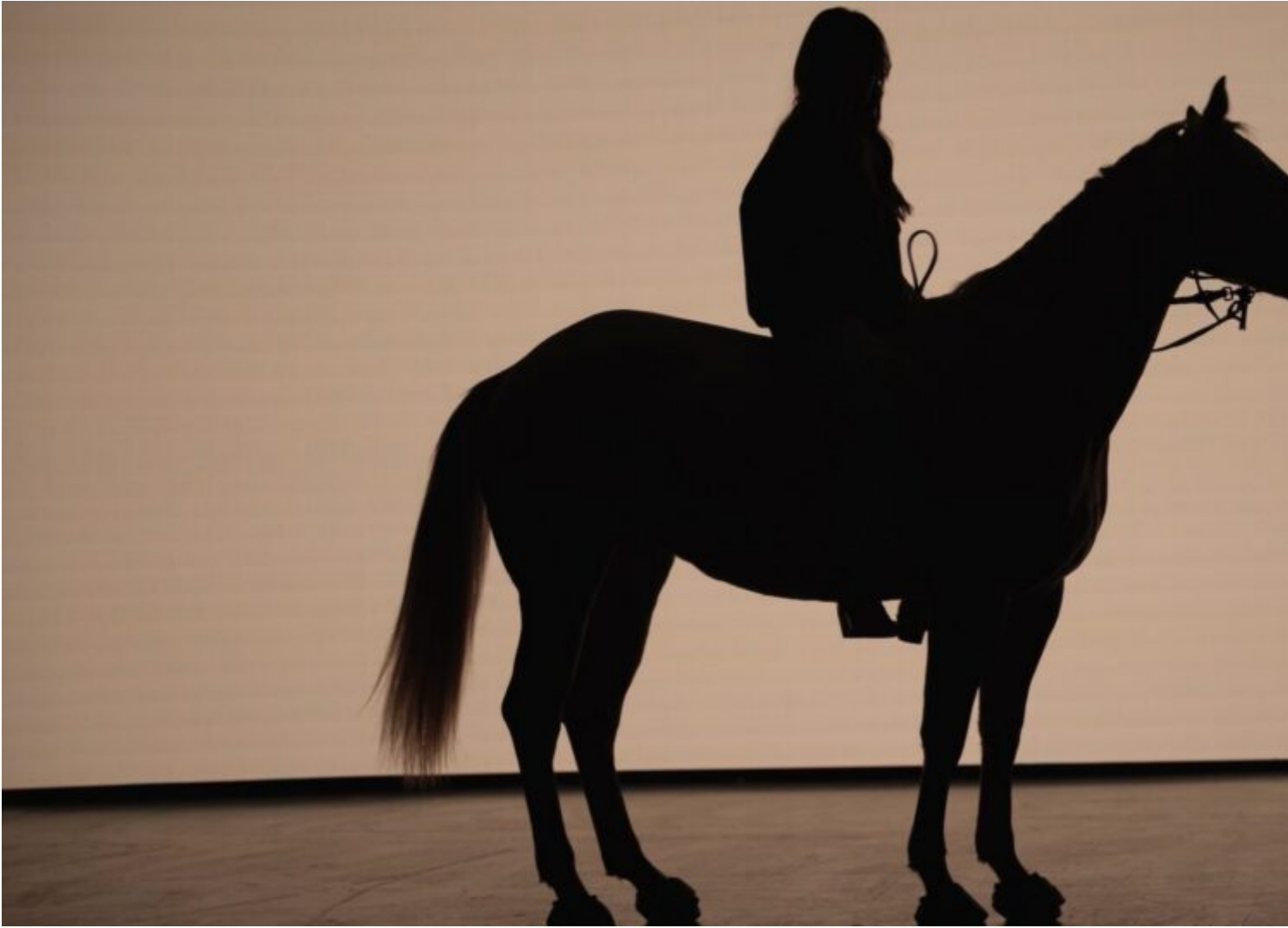
At the [2025 CMA Awards](#), "You look like you love me" (with Riley Green) won Single of the Year, Song of the Year, and Music Video of the Year.

About American Eagle: Big momentum, bigger reach

This Ella Langley campaign follows American Eagle's (AEO) highly visible Fall '25 [push starring Sydney Sweeney](#) part of the brand's continued investment in culture-driving denim storytelling.

In that announcement, American Eagle positioned itself as the [#1 jeans brand for Gen Z](#).

AEO operates stores across the U.S., Canada, and Mexico, [shipping to ~80 countries](#), with merchandise available in [30+ countries through license partners](#).

























Case Study recap

What made this shoot work at Skyway:

â€¢ True campus scalability: Studios A, B, C, D and J flex space for staging, offices, and overflow.

â€¢ Modern + practical: LED Stage capability paired with real scenic builds and live-action elements.

â€¢ Seamless Cyc environment: Studio C's 90-degree cove cyc wall supported both clean looks and large scenic transformations.

â€¢ Crew comfort + infrastructure: Dressing rooms, green rooms, lounge and crew break areas, plus production-ready infrastructure for maximum connectivity.

â€¢ Maximizing efficiency: Lighting and grip resources located on-site.

Category

1. Entertainment