

# B E C K Y B A I H U I C H E N

## CINEMATOGRAPHER

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### COMMERCIALS (PARTIAL LIST)

#### 2024

**MERCEDES BENZ** CNY - BEIJING EYE - DIR. HU YUE

**SAMSUNG** GALAXY S24 X JIN CHEN - BEIJING EYE - DIR. SYBIL

**7OR9** STEP INTO LOVE - SHILING PRODUCTIONS - DIR. WU XINYU

**FILA** FUSION 2024 Q2 OKINAWA - JETLEG- DIR. XIAOLEI YING

#### 2023

**NIKE** AIR MAX SCORPION X RUBY & KYLE - BLOC PRODUCTIONS - DIR. CHEN XIA

**PIAGET** LIVE LOVE NOW X KARRY WANG - ORES GROUP - DIR. JIANG WEI SHUN

**OMEGA** QIXI X ZHOU YUTONG - BAY PICTURE - DIR. RUNQI LI

**GUCCI** HORSEBIT 1953 X XIAO ZHAN - PUSH MEDIA - DIR. EFFY QIU

**PRADA** PRADASPHERE - RUANSHIZI - DIR. DAMO YANG

**DIOR** CHIFFRE ROUGE X ZHOU GUANYU - WAVEFILMS - DIR. DWIGHT YAO

**LOEWE** LNY 23 KNOT THE BUNNY EAR X TANG WEI - EAGLE MEDIA - DIR. DWIGHT YAO

**LANVIN** PENCIL BOX X CHENGYI - YOUDIANSHIMAO - DIR. YU AN & VINCENT XIAO YAO

**SK II** QIU TIAN- TEEPEE FILMS - DIR. JASON EVANS

**CLÉ DE PEAU BEAUTÉ** QI QI & ELLA YAM - MOMENTUM TUBE - DIR. MATHIS ZHANG

**SEPHORA** VARIETY SCENTS - ROAR MEDIA - DIR. ZHANG ZIXIONG

**FRESH** CNY X GONG JUN - TJP - DIR. JIN XIAOYANG

**IPSA** ZHOU SHEN - DIR. IKENO

**ZARA KIDS** SS23- ZARA STUDIOS - DIR. HARVEY LEE

**OPPO** RENO 11 X ZHU YILONG - MTAP - DIR. IKENO

**UNICEF** WORLD CHILDREN'S DAY - POMELO FILMS - DIR. A QING

**BUDWEISER** CNY - VALLEY PRODUCTION - DIR. MA SIYUAN

**CHUNZHEN YOGURT** YANG ZI, YUAN QUAN - DIR. VEDA

**WANCHAI FERRY** DUMPLING - JINGLE FILM - DIR. DU XINWEI

**INDIGO HOTELS** - NIFFLER STUDIOS - DIR. LUMIERE BAI

**NIPPON PAINT** - DIR. CURRY TIAN

**TIKTOK**- JINGLE FILM - DIR. XI RAN

#### 2022

**LEGO** INTERNATIONAL DAY OF THE GIRL CHILD - PAPERHAT - DIR. WEN JING

**LEGO** HOLIDAY SEASON - GWANTSI - DIR. RAE HU

**DIOR** LADY ART - NICE.FINE PRODUCTION - DIR. YU YIFAN

**BURBERRY** 22SS WAYS OF SEEING X LI MENG - WAVEFILMS - DIR. DWIGHT YAO

**EMPORIO ARMANI** SS23 X JACKSON YEE- MTAP - DIR. HU CHONG

**PRADA BEAUTY** PARADOXE X CAI XUKUN - FUNNY PEOPLE PRODUCTIONS - DIR. YANWEN ZHU

**ARMANI** PRIVE X JACKSON YEE, ZHONG CHUXI - FUNNY PEOPLE PRODUCTIONS - DIR. HU CHONG

**LANCÔME** - NOWNESS - DIR. IKENO

**HELENA RUBINSTEIN X MANNER** - YOUDIANSHIMAO- DIR. XUE LIN

**PUMA** SELECT 23 MMQ - NICE.FINE PRODUCTION - DIR. YU YIFAN

**BY FAR** QIXI - WAVEFILMS - DIR. DWIGHT YAO

**JACQUES WEI** 22AW STILL OR RED - MARIE CLAIRE - DIR. PJU

**UNIVERSAL STUDIOS** BEIJING WINTER SEASON - LINK FILMS - DIR. XIE PENG

**GILLETTE VENUS** - GREE PRODUCTION- DIR. WEN JING

**MIDEA** HOME APPLIANCES X YU SHI, VANDA MARGRAF - SHANGHAI FOCUS POINT - DIR. HOLO

**COLMO** HOME APPLIANCES - DONGXIANG MEDIA - DIR. HU CHONG

**KENTUCKY FRIED CHICKEN** - FILMATE - DIR. WU QI

**BUDWEISER SEDRIN** - A NEW LIFE FILMS - DIR. WU QI

**JIAO- YU DRY GIN** - 37 FILMS - DIR. DWIGHT YAO

**SATINE ORGANIC MILK** JULIAN CHEUNG, ZHENG JUN - JINGLE FILM - DIR. WU QI

**IHG KIMPTON BAMBOO GROVE SUZHOU** - NIFFLER STUDIOS - DIR. LUMIERE BAI

**LEAGUE OF LEGENDS CNY 2022** - RADICAL MEDIA - DIR. LIN QIONG

**NEIWAI** NO BODY IS NOBODY - DIR. LUO YANG

**ANNIL** LET KIDS BE KIDS - DIR. YANG HAO QI

**NATIONAL GEOGRAPHIC X XIAOHONGSHU** JANINE CHANG - DIR. IKENO

**XIAOHONGSHU** CNY 23 - CINEMAFIA - DIR. SHIHAO

**XIAOHONGSHU** 520- CINEMAFIA - DIR. CHILL

**BUZHITAO** CAR FRAGRANCES - DIR. LUO YANG

**IXIGUA** - DOT COMME - DIR. FEI YANQIU

**CRD JEWELRY** - FUNNY PEOPLE PRODUCTIONS - DIR. NICOLE & HANG

**ELE.ME** A COLLAGE POEM TO SHANGHAI - SPACE ODYSSEY FILM - DIR. LIAO YIYUAN

**BABY ELEPHANT** - JINGLE FILM - DIR. WU QI

**MEITUAN PAOTUI** EXPRESS DELIVERY - JINGLE FILM - DIR. QI TIANZUO

**2021**

**XIAOMI** CIVI - BEIJING ZHIBEI - DIR. LIN QIONG

**ADIDAS NEO** CNY - DIR. RAE HU

**MIKIMOTO** THE NEW BLACK X DILRABA, SONG WEILONG - 258 PRODUCTIONS - DIR. DWIGHT YAO

**BOBBI BROWN** SERUM FOUNDATION X KARRY WANG- WAVEFILMS - DIR. DWIGHT YAO

**LA MER** THE HYDRATING INFUSED EMULSION X JU XIAOWEN - AM. CREATIVE - DIR. TIAN XUN

**SHISEIDO** - GQ - DIR. ZHAO NING

**L'ORÉAL** GONG JUN - RED HORSE MEDIA - DIR. DWIGHT YAO

**FILA** CNY X JIANG SHUYING - DONGREN E-MOTION FILM - DIR. JIANG CHENGDONG

**VICTORIA'S SECRET** YANG MI, HE SUI - NIFFLER STUDIOS - DIR. LUMIERE BAI

**HYATT** - SONGYE - DIR. DICK CHAN

**MLB** 22SS X XU JIAQI - NIFFLER STUDIOS - DIR. LUMIERE BAI

**ONE LEAF KOBITOS** - YUGUANGTONGCHEN - DIR. MA SIYUAN

**WU FANG ZHAI** CNY - SANQIANZHEN MEDIA - DIR. LIN QIONG

**SERENDIPITY OUDEYIWU** - NOC PRODUCTIONS - DIR. LIAN YI & YE GU

**WECHAT PAY** - ZHONG HAO - DIR. LI SHUPING

**ANT GROUP FINANCIAL SERVICES** - ZHONG HAO - DIR. LI SHUPING

**RELX**- GLOART - DIR. HU CHONG

**2020**

**UGG** HOME COLLECTION - DIR. CHATEAU BEZERRA