

REAL-TIME MODELS



EXPERT TALENT (Paulina Porizkova, Supermodel and Ren Suarez, Buyer/Stylist)

The state of fashion today still faces questions of diversity (which is factored by phenotype).

Twiggy supergirls don't represent the population at large, and the fashion industry would be all the better if it represented how size and fit really translates from the contours and cuts of their clothing lines.

While the focus is not data collection per se, real-time size/fit models represent an army of model types that we never, or rarely see in print, outdoor and broadcast. (Isn't the bandwidth big enough yet?) And brands can participate in the social sharing, that will be a big part of the series, through product integration and native ads.

Working with select modeling agencies, we may find some of these model types that are underrepresented. But there may be a need to do some groundwork here. And with digital and editorial, the series also integrates web and print media channels.

If we're talking about size and fit, what we're talking about is a model of a certain body type, and how that translates to a brand's sizing palette. Viewers will find out how clothing brands really fit their body type, but also they will get to see this body type wearing these clothes. Part of this conversation is also about color, but from the point of view of ethnicity, since self-image is a major factor in brand selection. (Skin type is dealt with in both The Bronze Type and Color Story.)

Diversity in fashion means size and shape, from the point of view of body type and brand fit, as well as the overall model look. The real-time component is the exciting part of the show which allows ordinary girls to post their dressing room experiences and comments on size and fit.

With brand integration this series can be tailored for reaching specific audiences who are typically not included in the marketing fold, providing them with first-person social narratives about what works for their unique proportions.

SHOW FORMAT

The show follows three regular girls selected to be a real-time models. These girls are representative of a size and fit type, selected during an open casting, which functions as the season premiere, with Paulina, Ren, and a variable panelist, who also determines the season arc by coordinating the models with brands that are signed on for product integration. Per episode, each brand sends a representative to sit on the panel, which creates an alignment for brand story mandates.

Paulina, a supermodel who early on faced issues because of her dark smile caused by childhood illness, is a passionate advocate of diversity in high fashion. (She's proof that not all supermodels are flawless, and that beauty is an attitude not just a look.) Both Paulina and Ren are hyphenate models (a model-writer and model-stylist/entrepreneur), each with a natural sense of how to mentor a model for brand image.

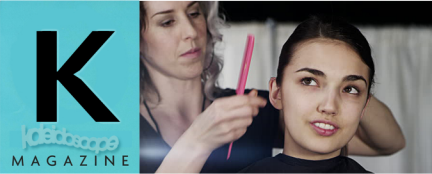
The brand representative will host the featured collection, presented in select retail venues, and broadcast as a real-time modeling event. Ren will introduce the brand and design features such as cut and silhouette, which will anticipate fit for each selected girl. The idea of "real-time" also invokes the idea of real-space, allowing for co-branding with department stores and chain brands, a featured part of the episode being a destination shopping location, where real-time models experience the product.

Each girl, an underrepresented type, will have a day of shopping/fittings organized around specific co-branded sponsors (featured collections for wardrobe, shoes, accessories, etc.), that is also packaged as a best day ever with friends and/or family (part of the content mix for social). There is also the possibility of a scouting opportunity by agency representatives.

With three girls each finding their own personal looks, viewers will be inspired to stretch their imagination with new brands that suit their personal style and body type, while also being able to engage with the girls' social streams after the episode, through brand sponsorship coordinated with Pinterest, Instagram, and Facebook Live.

The final looks will be featured on Kaleidoscope TV, as a Real-time Models editorial, that showcases sponsored brands/products, foregrounded per each episode, as well as syndication to other publications, including Mademoiselle and Elle. So we're really talking about an editorial ad product built from the ground up, using a real-time strategy supported by location and studio photography of the selected models and brands.

Diversity in fashion needs a creative solution, and Real-time Models presents a way to challenge the industry to be more responsive using an exciting new format pioneered by Ren Suarez in her boutique -- one that also considers the career path of models, as Paulina writes about in her behind-the-scenes novel. Viewers will discover that every girl is already a real-time model.



UNSCRIPTED FORMAT: Real-time Models

DURATION: 30 Minutes

REALITY GENRE: Fashion-Shopping / Makeover

FRANCHISE EXTENSIONS: Ready-to-Wear product integration w/ fashion featurettes and editorial.

BUG / INTRO

Various girls in shopping commons and retail stores where they have encountered having size/fit issues, telling us their story. This is live location footage, that anticipates a casting with a trunk show and modeling showcase, that many girls will attend as Real-time Models visits there hometown.

It's all about the girls who don't fit the normal model type, but have a fresh looking face, a unique sense of style, or a personal story that makes them stand out at the mass casting.

From the girls lined up for auditions, two dozen will be selected for the season arc, which is to be coordinated with participating brands who will also undertake real-time social and print campaigns. Each episode will feature coordinated brands who will be foregrounded as sponsors per each episode, with products integrated to the real-time model experience.

The casting will be geographic for each season, bringing the show to a featured town, organized as a one-shot event that fuels all the episodes.

BREAK

LOGO / BUMPER

Real-time Models logo with model montage of hairstyle, makeup, and catwalk footage.

SEGMENT 1

Three girls, selected for both their divergent looks, and ability to work as an ensemble for the brand, will be introduced featuring their unique size-fit stories.

A photo story of the brand collection will be presented, prior to the fitting sessions where the clothes will be tried on. After the lookbook preview each of the girls will be measured, to address any concerns in finding looks that work for their body type.

BREAK

SEGMENT 2

The girls are picking clothes from racks and shelves that they will want to try on. This will be a montage sequence that shows the process of putting together pieces in building a look that they will be sharing with Ren, the stylist who helps edit their decisions. Each model will be picking five unique looks for the final editorial. These will only be teased so that the final editorial contains the reveal of the edited looks. Body image, and size-fit talk will be the main part of this sequence providing critical brand knowledge about size and fit to viewers.

BREAK

SEGMENT 3

Paulina animates the models' individual type, with the coordinated looks, providing instruction on attitude to define posture, movement, gesture, and the overall performance for camera and live venue.

The girls will undergo hair and makeup, while the venue is prepped for the editorial session and real-time modeling event. Brand representatives, local community, as well as family and friends arrive for the photo session and runway show that will result in a Seventeen, Teen Vogue, and/or other editorial spread.

BREAK

SEGMENT 4

It's time for the final showcase with the models presenting their size/fit selections using learned model techniques and carefully edited looks. The event will have a theme that may be carried over from the brand's main season campaign, or may be more specific to the brand's discovery from working with the models and their unique point of view.

The fan-based live event (at a mall, department store, hotel, or other prearranged venue), is expanded using direct digital channels that connects brands to specific personas and use cases typically excluded from the marketing fold. With an integrated campaign platform, Real-time Models presents views and clicks naturalized to brand experiences.

EYECATCH / EXIT

The logo animation, photo freeze of three models, and final credits.