

EN AVANCE: TREND BENDERS

EnAvance.com



For nearly a quarter century, En Avance has been a pioneer first in Miami Beach on Lincoln Road in the early 90's, then the Design District over a decade ago as the first retailer in the now trendy luxury shopping destination. By showcasing global designers including cosmetics, fragrance and fine jewelry, En Avance has been able to remain at the forefront carefully curating innovative, creative and talented designers, such as Ellery, Sacai, Gem, Maison Francis Kurkdjian, Loquet London, and featuring one of a kind, limited edition exclusive pieces from Fornasetti. From our local savvy and world travelled clientele to our celebrity following, En Avance has been the favored place to find hand-picked gems that will still be relevant, stylish, chic, sophisticated treasures to cherish for years to come.

EXPERT TALENT

Karen travels top international shows for her curated boutique collection of global designers. Picking the right items is an art form she has refined over two decades of her career in working as a stylist, buyer, and shop owner in her home town of Miami, FL, where she started on TV shows, press events, and career looks with musicians, athletes, and movie stars.

Part dress shop, part jewelry, fragrance and cosmetics collection, her editorial work from tens of 100's of designers and brands is showcased both online and in her retail boutique. Some say En Avance is really just everything in Karen's big amazing closet that she wants to share with girls who love the unusual discovery of what's coming forward at the moment -- before the trend really breaks into ready-to-wear, chain brands, and department stores. But they cherish Karen's editorial work, for building their personal wardrobe, knowing they have a secret weapon for staying ahead of the pack.

And that's what En Avance (French for "ahead of time") represents -- the moment before the trend breaks.

SHOW FORMAT

The best way to organize this kind of destination shopping experience, that Karen lives everyday, is as a travel and fashion magazine, following Karen on her international journey with some of the world's top designers. By featuring the venue city, designer interviews, runway events, and showroom fashion meetings, you will see Karen at work with her favorite talent. But that's not all because viewers will see Karen dressing her private clients, who depend on Karen for creating looks that are uniquely personal, and they will learn how to create looks from pieces, and build timeless style from fashion.

Segments focused on fashion, accessories, jewelry, fragrance, and personally indulgent home decor items make En Avance: Trend Benders, on OWN, a must stop for discovering emerging global designers showcased in a weekly journal edition.

With a special editorial section in O Magazine, and an online shopping boutique at EnAvance.com, curated just for OWN viewers, Trend Benders will be part of the new binge watching fashion programming block where viewers can find gems for their personal wardrobe collections, curated from the front lines of fashion.



UNSCRIPTED FORMAT: Trend Benders

DURATION: 30 Minutes

REALITY GENRE: Fashion-Travel Magazine

FRANCHISE EXTENSIONS: Brand/designer featurettes
Travel products/services
Personal shopper fitting
Featured product integration

INTRO

Montage of the destination city. Runway highlights. Showroom racks. The hotel exterior. Karen gets out of a taxi. "We are in Paris. Saint-Germain-Des-Pres." A wide shot of the street. The sign says: "L'Hotel," a boutique hotel in the Fashion Week milieu. Various interior shots as Karen's luggage is carried to her room. "We're going to interview Alaia, who is not a fan of Anna Wintour, in the fashion sense, but more so much in her business acumen... And, of course, we will see a few emerging designers who are breaking right now. This is the moment before the look happens, before it becomes a trend."

BREAK

LOGO / BUMPER

Trend Benders logo. Beneath, a definition: "Avant-garde: new and unusual or experimental idea, especially in the arts; or the people introducing them."

SEGMENT 1

SUPER: "Trendwatching." **POV:** Karen is flipping through a French magazine at a cafe. **Voice over:** "This is the moment, where you get to see it happen." Shots of passersby. "The trend, when it's moving from the designer's atelier, to the boutique, to the street." Various shots of fashion looks that play against what we just saw in the magazine, on billboards. From behind the magazine, Karen tips her sunglasses, "Or from the street, to the atelier." **MONTAGE:** She has spotted something: a look, a mood, a new idea.

Kiss. Kiss. We are in Alaia's studio. Various sketches. A mannequin and a couple models. Commenting on a sketch, "Tell me about Lady Gaga's Oscar dress. Does it anticipate 'Through the Looking Glass?'" "Yes it's very Alice in Wonderland." "And the latex gloves, Cinderella?" "Yes. Maybe two stories, the dress and the gloves... 'Costume' couture," he laughs." The interview continues covering the collection he is showing this week. Karen focuses on his shapes, and how they are spatial designs for the body, "Are you integrating wearables right now? Or, where do you see wearable technology going, given that Apple Watch had a soft debut?" "Can you say it is a fashion if you only make one piece? Yet, Apple is collecting executives from Yves Saint Laurent, Burberry. Maybe it's more a question to ask: is it really hardware, or is it software? And this is confused with jewelry, which is not functional. Except for the wedding ring, which is both. This makes it difficult." "What are you showing this week? Can you give us a tease?" "Sleeveless. Plunging sleeveless. We are very deep into sleeveless this season."

BREAK

SEGMENT 2

Riding with Karen in a taxi. "We have a few stops to make before the show tonight." This is my emerging designers list," **INSERT.** "It's not a fashion counterculture. It's a microculture, where all the invention is happening. The fashion vanguard is very personal. It's fabrication that reflects the designer's own unique sensibility. There is something very novel because it's not a resistance to a trend, but a discovery." We enter a much humbler atelier where craft and vision go hand-in-hand. These are designers that Karen has been connecting to her clientele, giving feedback to -- and then there is this moment, where something can break before a trend. We visit several designers, highlighting the emergent creativity that at once seems divergent from the mass market, but an affirmation of entrepreneurialism.

BREAK

SEGMENT 3

We finish the circuit of emerging designers. Karen makes notes on the contrast between fashion and core style, which has always been the governing principle of her own work: that fashion is part of a concentric design, with the wardrobe at the center, and occasional dress being more eccentric. "Fashion is the tension between these two extremes." Karen advises, "You have to know how to pick from those pieces to build your personal style."

BREAK

SEGMENT 4

It's time for the big runway event with fashion highlights for this season that represents both what is truly new, and what is an evolution that continues as a trend. We now have a good contrast between what is trending in fashion, and what is emergent, and where the two might meet. "There is an edge: an outline. And you can tell on the ground when something will crossover, bending the rules first, and then breaking them to become the next fashion."

EYECATCH / EXIT

The logo. Street sound bytes. Final credits. Links to: designers, OWN, Vogue, instagram.