



CROSSOVER STYLE

Borrowing looks from popular culture to build your personal wardrobe style just got an in-app upgrade. High fashion in popular culture typically follows a trajectory from the runway, to the department store, to the dressing room. This is how a handful of celebrities experience and discover fashion. Some have regular stylists, or designers, who personalize red carpet and everyday looks. And others cultivate their own chic style -- to the extent of starting personal clothing brands.

For the rest of us, we admire celebrity looks from a distance. We buy what's on sale, order goods online (that typically look better in the photos), and some more clever shoppers even dumpster dive at consignment shops and second-hand stores to find one-of-a-kind pieces that suit their personal style. However you slice it, true personal style is a continuous work in progress.

Nevertheless, if we borrow the power of the red carpet, and add that to the scale of the silver screen, to cultivate a look that suits our inner or outer image, while also invoking an order of game magnitude that can trip our imagination, we can expand our wardrobe IQ. But building wardrobe IQ requires more than creative coaxing, it requires experimental thinking. In fact, by gamifying dress-up, using our favorite stars from pop culture, Pop Drag challenges us to cross-pollinate our own style with a library of onscreen/offscreen looks.

SHOW FORMAT

Is it a quiz show? A comedy game? An incognito audition? That's where Pop Drag twists your expectations, so that the normal process of borrowing looks to define personal style carries an exponent taken from popular culture -- movies, tv shows, music video, and even video games -- that can hook viewers and players with concepts easily adapted during gameplay. But how exactly does one personalize costume design or ready-to-wear into a branded look?

Within Pop Drag, ordinary people can learn to dissect and assemble "character"-based looks that suit them, while under the mentorship of their celebrity crush, using challenges that can push everyday wardrobe into a cosplay of causal events. Pop Drag sounding like a storyworld mashup? A Comic-Con alternate reality? A bacchanal at Carnevale? That's because it requires you to try on looks that stretch your sense of who you are, by pretending to be somebody else -- in the hopes that you will learn more about your own identity, and what works for you. When you dress-up or down, outside your comfort zone, you enter a suspension of childhood wonder where the powers of the imaginary, linked to game tasks and challenges, harness creative forces that can shape new imprints about your identity.

Using a mixture of quiz show challenges, sketch/improv, and dress-up role play, bending your sense of what works becomes a little easier. Try feigning a superhero, in workplace drag, rather than wearing an on-the-nose wardrobe staple as an everyday uniform. Using your own imagination, exploring character, and embracing "popular drag" can allow you to play within a lexicon borrowed from the personalities we see on big and little screens. Everything from movie characters to offscreen celebrealty, taken from costume design and popular brands, can be twisted to help you create your own sense of style. Fit, fab, or functional, Pop Drag helps you master the art of looking good, by building your confidence as you stretch the boundaries of your own personality. And the winner? The one who can prove their creative chops by taking a "pretend" note from cosplay -- which after they try (fail or fly), in the end captures a look that's uniquely personal and self-defined.

Q: How do you create a wardrobe style that suits your unique personality?

A: Reverse-engineer famous looks and styles, using "pop-drag" extreme techniques, mentored by your favorite movie crush, music stars, TV cast, or new media persona.



SEMI-SCRIPTED FORMAT: Pop Drag

DURATION: 60 Minutes

REALITY GENRE: Makeover Experiment / Competition

FRANCHISE EXTENSIONS: Movie and Music VOD Promos
Designer/Brand Integration
Popover Theatrical Marketing
Pop Drag Clothing Collection

BUG / INTRO

Your favorite movie cast, bandmates, or ensemble TV stars are posing their over-the-top “pop drag” looks, while alternately dancing and freeze-voguing to a Daft Punk theme song: <http://bit.ly/1EqXor>

This sequence is also a costume display from the movie, music video, or TV show recreated for the opening montage -- which introduces the nine contestants who are wearing plain white baggy clothes, and dancing with their decked-out favorite stars.

But it’s not a party they can stay at very long, because they need to learn to get dressed. And quickly someone turns off the music, the stars walk off the stage, and the plain white baggy folks become marooned in a “zero-bling” television space.

LOGO / BUMPER

The neon “Pop Drag” sign is rolled off-screen, squeaky wheels and all, by official stage crew.

BREAK

SEGMENT 1

The host introduces nine contestants. We get to know their lifestyles, and see a photostream of various everyday looks, while the three celebrity panelists decide who they are going to mentor through the episode. Each celebrity picks three contestants.

The nine are divided into three groups of three, and the quiz show begins. They have to earn points during the quiz section to be able to shop from the movie-music-TV clothing racks. Questions revolve around featured movie, music video and TV clips, and sound tracks, using an arc that helps the contestants earn specific wardrobe items to be used for scene challenges that bridge character motivation and improv. For example:

BREAK

SEGMENT 2

“In *The Boss*, Melissa McCarthy’s character, Michelle Darnell, and her employee, Kristen Bell’s character, Claire, have a couple awkward moments. Using the wardrobe items you have earned, and available props on set, perform a scene revision that expands on the narrative storyworld, or revises the main character motivations.” The scene players create must be based on the earned artifacts, with a premise expanding from the main storyline. Each group of players will rehearse as a unit, preparing a performance coached by the team’s assigned panelist.

For this improv round each team must bring to life an imagined sketch, with team members switching characters at the panelist’s cue. Each team is graded on quality of scene concept, as well as the use of the character’s persona, inspired by earned wardrobe, scenery and the dramatic execution of the scene. The top two teams with the most believable and entertaining performances move onto the next round.

BREAK

SEGMENT 3

This is the last time this trio will work as an ensemble, as the elimination process will leave only two teams who will be split into three new teams, each with two assigned players. The remaining six contestants will now be given a scenario which takes the characters into a real world context, e.g. a job interview, a blind date, a visit to the doctor, etc., all while trying to stay in the head of the character. Each contestant will each have a variation of the same challenge, and the six will be reduced to three finalist players.

This round will focus on the intimacy of a standalone character executed by the player, shaping the physicality and psychology of clothing, body language, and voice into a personification that also reflects the imagination of the player. The scene partner will now be a panelist, who will also be graded as a modifier that can affect the final scoring.

BREAK

SEGMENT 4

Three winners from the previous round are selected, and these contestants are prepared for a final round in which they will now have unlimited access to wardrobe and scenery, for use in a rapid faceoff with each remaining player. The contestants, having stretched their identity using character motivation and improvisation, are now asked to use these two rounds as experience to build an original character played out in a one-on-one scene with a surprise celebrity challenger, who will also perform using scene cues (cop an attitude, chew the scenery, etc.) issued by the three panelists scoring each player.

In the player’s bag of tricks, there are three costume changes allowed during the timed finale sequence. Each player will be graded on how well they have adapted their character looks into performance, used the guidance of the other characters actions and reactions, as well as managed their overall progress throughout the competition using the “pop drag” wardrobe challenges that build character, identity and confidence.

By practicing to live a little bigger -- using inspiration from big and little screen characters and personas -- Pop Drag enables players to reach for goals that push self-image, instinct, and creativity beyond the known boundaries of their own personalities. Sponsored wardrobe gift cards and prize money is provided to semi-finalists and finalists.

EYECATCH / EXIT

The logo animation and final credits.