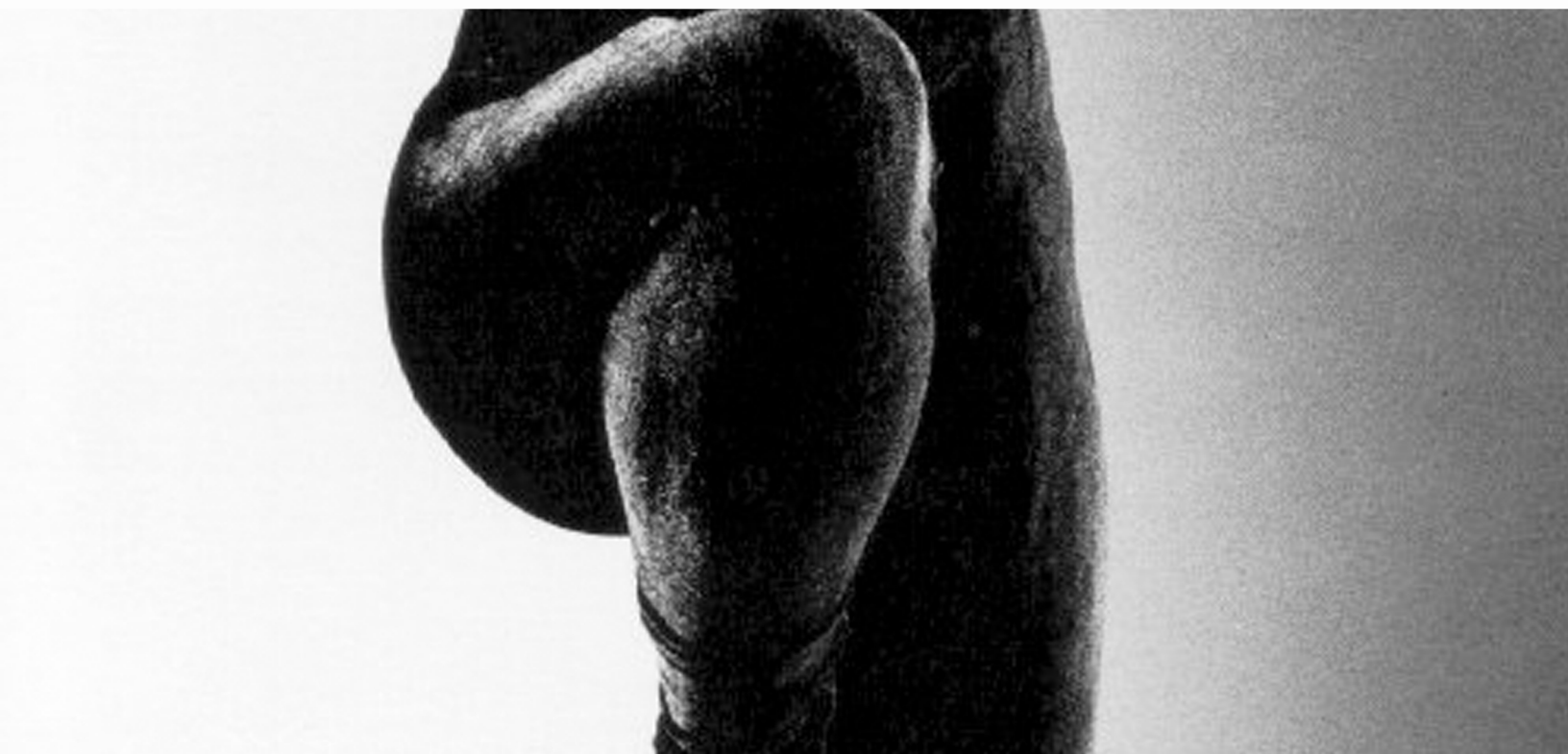




WARDROBE JUNKIE, Personal Image and Identity Reality Competition OUT-OF-THE-BOX MAKEOVER



Principal Talent

Our five complementary Wardrobe Junkie figures serve major functions that guide the contestants through levels of creative game play and into competitive judgement. Each figure features shared duties and individual duties to propel the show's wardrobe missions towards the final challenge.

Paulina Porizkova with Taylor Fuchs, Rachel Welch,



*W.J. Panelist/
Stereotrope Master/
International Supermodel/
Actress/Author*



*W.J. Panelist/
Game Coordinator/
Top Ten Male Model*

Bar Refaeli,



*W.J. Panelist/
Game Dispatch/
International
Supermodel/Designer*



*W.J. Profile
Consultant/
Beauty and Screen
Icon/Author*

and Brooklyn Decker.



*W.J. Host/
Brand Liason/
Supermodel/
Health-Fitness Model*

"Invent your next look on W.J.'s shopping portal."

"A world of extreme wardrobe is about to be unleashed!"

"On par with the latest industry trends, Hollywood movie looks, music video style and 'stereotrope' madness, the W.J. series interjects new modes of popular wardrobe for career, everyday dress-up and event-based cosplay."

"A conveyor belt of new image and identity codes break the mold on classic stereotypes with essential how-to game content!"



WARDROBE JUNKIE'S

Stereotropes: The Personalization of Fashion

What styles will be popular and what styles will fall away from popular favor?

The general mode of style projection carries a top-down mechanics, traditionally. Welcome to the digital revolution. The advent of social media has cracked open a window for user-consumers to participate in what becomes production. Not just customization, stereotropes help to define a broadened scope for participatory interaction in the design process. Using a repertoire of creative concepts, pure design can be forwarded from the advent of competition levels, where invented style content is assigned, pre-marketed and measured.

In addition, the attitude of image play, arranged within lifestyle and role-based challenges, forwards the perfunctory aspect of wardrobe to new levels where identity and image creation rule. Thus, stereotropes breakdown old stereotypes making room for new ways to encode identity based on personal image.

Engineered Stereotropes (*sample collided genres*):

WizFi (wiz'-fi), new business casual style combining the textures of Silicon Valley with the elegance of Wall Street.

SoBo (so-bo). a reinvented Hobo chic inspired by South Beach and the bohemian style vector.

G'Mo (gee'-mo), a crosshatch of Gangster meets Emo criss-crossing two mutually exclusive subset cultures, without intentional reference to the engineering science GMO.

FarBanGa (far-bang'-a), a mixture of urban, farm and garden style, patterns, utility wear, and featured gear or implements.

HaiKu (hi-koo'), an adaptation of HARAJUKU, referencing its specific example of cosplay --as a costume-based form presenting the Japanese cultural phenomena of *Kawaii* (cuteness) with inspiration from Japanese dolls, cartoons, etc.--instead arranged for American artifacts.

SleepZig (sleep'zig), a hypnagogic fusion of sleepwear, undergarments, deconstructed outerwear and anything marked by topstitch, piping or another fabricated trim.

“Personalization involves using technology to accommodate the differences between individuals. Once confined mainly to the Web, it is increasingly becoming a factor in education, health care (i.e. personalized medicine), television, and in both ‘business to business’ and ‘business to consumer’ settings.” Wikipedia

TITLE: WARDROBE JUNKIE (w/ Paulina Porizkova, Taylor Fuchs & Raquel Welch)

GENRE: Image and Identity Wardrobe Makeover Competition

LOGLINE: "The Devil Wears Prada *twists with* Confessions of a Shopaholic and Mission Impossible to shape this high glam, mission-oriented series where shopper girls and guys take on dress-up challenges using clues, budgets and wardrobe skills that showcase personal image and core identity."

SYNOPSIS: The basic theme of *Wardrobe Junkie*, that the rules of style are yours to make or break, allows for trickle-up, trickle-down, and "trickle-across" trends to shape and influence where looks are headed and where they have come from. While shopping is a guilty pleasure for many, it is also a necessity for social roles and active lifestyles. Choosing what to wear without breaking the bank, and better managing choices for wardrobe can redirect excessive or inefficient shopping into a more organized experience, with a more consistent outcome. Also, playing with one's looks can open possibilities, allowing one to find garments and brands with the best form, fit and function.

Wardrobe Junkie propels contestants to expand their range of style, while providing a sensibility about where to go and how much to spend. If you're dressing for success, changing up your image, or just want to tune in for the latest who's who in fashion design and branded looks, the *Wardrobe Junkie* series will introduce you to both classic and new designer favs or staples, as well as edgy and emerging labels that help you look your best for any occasion. Also, Paulina, Tyler and Raquel will be sporting looks and styles (*six sequenced wardrobe changes*) that showcase elements from those labels and collections featured in the competition, making the *Wardrobe Junkie* venue a new TV destination for trend bending style mavericks and everyday shopaholics craving the latest design evolutions and custom tailored "style vectors."

Fill out your "wardrobe profile" online, click submit and soon you'll find out if your current look, image obstacles (or kudos) and sense of identity qualifies you to be a featured player on the new *Wardrobe Junkie* competition. Paulina, Tyler and Raquel will be searching for you to make up your look, showcase your personal ID, and take your game to the next level, if you want to join them in the all-expense-paid *AMEX Centurion "Black Card" *Wardrobe Junkie* Shopping Spree, an extreme indulgence in personal image created just for you and your wardrobe collection.

PRODUCTION NOTE: The grand *Wardrobe Junkie* Spree is the featured content of the closing episode, which will reveal the season winner spending the awarded prize of \$250,000, over three dedicated days of destination shopping, extended across a one week *Wardrobe Junkie* luxury holiday experience.

FORMAT (branded elements):

- + Diva Host/Stereotrope Master, Game Coordinator/Dispatch Operator, Profile Consultant/Special Interview Content, featured Resident Stylist and Wardrobe Junkie contestants
 - + Three Shopping Environments: Celebrity Closet, Specialty Boutique, Flagship or Department Store
 - + Editorial "Style Vectors" (featured "stereotropes" based on crossover looks and genre mixing)
 - + Wardrobe How-to's & Problem Solving Missions (body type, price point, wardrobe function, . . .)
 - + Destination Shopping Portal (featured profile-based shopping experience, keyword Stereotropes, custom W.J. "market basket" technology)
 - + Integrated Branded Entertainment/Coordinated game play and product placement from Designer and Brand Name Labels across Value Brands, Ready-to-Wear, Demi-Couture and Couture
 - + Unique Gaming Tropes (including Start-Objects, GPS Help, Mission Coupons and Wild Cards)
 - + Behind-the-Scenes Wardrobe Junkie Minisodes and Featurettes (with your favorite and new designers, . . .)
 - + *American Express Centurion "Black Card" \$250,000 W.J. Shopping Spree (location-based Grand Prize episode)
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*The American Express Centurion Black Card \$250,000 balance is designated for participating retailers featured in the location-based extravaganza. Wardrobe Junkie says "Bring along one bestie and have the time of your life!"

The Bronze Type



COSMOGENIC

Paulina Porizkova

Two Girls in One

Previously understated is this optical space between blonde and brunette. With a look all its own, the bronze defies a singular category, projecting forward instead a balance of skin tone, hair tint and type, and a mixed twist of native origin and supernatural apparition.

Paulina, a meteoric heroine of beauty, captures this “cosmogenic” essence: the look of the girl next door meets girl from another galaxy. Sun-kissed, sparkly-eyed, vivacious, pure and playful--this is the attitude that carries no guise.

Leveraged against the charismatic girl, her cosmogenic counterpart exists in an intuitive, interior space where dreams, insight and imagination invent possibilities when none exist.

Part outlook and part phenotype, the bronze girl sets new standards for female strength, intelligence, and achievement. She is the symbol of a new heroine.

What type are you? Blonde, brunette, or bronze?

Coloring, shape, range of talent, and other hybrid typologies still underrepresented, is the premise under which the Cosmogenic Agency makes its mission, and market, as a forward looking specialty agency aligned for innovating industry standards.

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TREATMENT: Your next look, branded image, or surface identity just got the hook-up in this product placement lifestyle series which features engaging dress-up categories and reality-based game play for shopper girls and guys. Supermodel Paulina Porizkova, with breakout top ten model Taylor Fuchs, and their chic accomplice Raquel Welch, will play the tandem roles of Stereotrope Master, Game Coordinator and Profile Consultant, offering a combination of the latest how-to looks, classic wardrobe modes, and extreme style challenges which push the boundaries of personal image and identity, while feeding our shopper contestants and viewers wardrobe history, designer dish, and popular brand buzz.

Each episode our lucky shopper girls and guys, chosen for their aspirations, personal style and knowledge of design, must complete the look that *Wardrobe Junkie's* trio of panelists, and featured stylist, have picked out for them using nothing but a few clues, designated 'start objects' (*tangible wardrobe elements provided to launch each mission*), and a fixed balance credit card. Each episode spotlights challenges where the trends change along with the missions. Only a true *Wardrobe Junkie's* knowledge of fashion and style can help sort out what clues match which items buried on the racks and shelves of featured celebrity closets, destination boutiques, and department store shopping environments. *Sound like a cake walk players?* If you're not spot-on your adorable 'SoBo' Barbie (South Beach bohemian) look, or 'WizFi' (*business casual*) web-monkey get-up, could get you lost at

a Big-K clearance rack looking like a Goodwill drop-n-go. Mission themes are highly variable, reflecting the novelty of custom "style vectors," along with content from each player's submitted "wardrobe profile."

Each contestant has three chances, per episode, to prove their sense of style and ability to solve successive wardrobe challenges. Not only do you have to be good at dressing up, but you have to be inventive while keeping within your submitted profile settings, while also working under game pressure using calculated clues that can help you make your best look happen on camera and for the judges. If you can't figure out where to find what look our panelists were going for you have two *Mission Coupons* which allow you to consult with dispatch for *Fashion GPS* (location help), or a *Deja View* ('picture message' garment clue). Also, contestants are provided with one tempting *Wild Card* (with an unknown balance -- *not to be used as mad money*), just in case their style mission requires that extra push beyond the budget. However, if they are clever, and the card is not used, they get to keep the balance (*or trade it in for an Upgrade Prize*). We'll see who can pull off "the look" in-style, on budget, and on time when the buzzer bleeps to call our competing guys and girls together. Our stylist-host, panelists, and a special guest from a featured design house, will tally points and rating polls to see who will move along the ranks towards winning the ultimate \$250,000 *Wardrobe Junkie* shopping spree.

The *fast-forward* shopping spree competition requires a bit of stealth and sleuth to sort out the featured style mysteries. Viewers will pick up the "*fashion as personal style*" *point-of-view* while learning how to pump up their wardrobes for any occasion, and on any budget -- while also mastering the newly coded art of "image vs. identity." We'll find out how dressing for career, a first date, a trip to the gym, or a formal soiree, each have specific requirements that must be met as featured missions unfold within the three successive price points:

value brand, ready-to-wear, and demi-couture/couture.

Viewers will tune in to catch the *prim office girl* choose wardrobe dissidence, the *unkempt IT guy* clean up with a tailored look, and both stretch their looks into inventive categories. Size, fit, color type, favorite movie looks, signature celebrity style, fashion periods, and designer trends each get twisted into challenges that help contestants break through style stereotypes. With the help of featured clues from dispatch, dressing room cams, a location-based personal shopper, before and after photo shoot vignettes, mirror-length style shots, and a mission catwalk finale, each challenge will reveal a style transformation within the gaming format. Watch the barriers of high and low get blurred as contestants fulfill their *stereotrope wardrobe missions* while exploring and showcasing style options designed to inspire and influence a next wave of personal image and identity. The *Wardrobe Junkie* brand means smarter shopping for personal wardrobe while pushing your limits, without breaking the bank. (*Designated mission budgets start at \$50, \$250 and \$700 spreads.*)

"Thanks, Paulina!" "Thanks Taylor!" "Thanks Raquel!" and thanks to all those fab brands, labels, and design houses out there who keep us in the limelight looking our best! We hope you'll win the ultimate *Wardrobe Junkie Shopping Spree*, a week long celebration tour featuring destination shopping, along with a featured *behind-the-scenes meet-up* with your favorite designer or design team, as our host and panelists escort you into the coveted shopping zones of Miami, LA, NY, Chicago, Houston, Seattle, and more!"

WARDROBE JUNKIE GAME DEVICES (and Strategy):

Start Objects are featured wardrobe elements and/or coordinates, which anchor the particular look for the wardrobe mission, given to *Wardrobe Junkie* players at the beginning of each mission. *Start*

Objects parallel the idea that everyone already has some pieces in their wardrobe they can build on and redefine. Also, contestants nailing the look in their mission -- e.g., matching *exact top, bottom, or coordinate piece(s)* (effectively capturing the designated 'style vector') get to keep the *Start Object* (accessory, garment, footwear, . . .) for that round. All wardrobe *Start Objects* are product placement pieces coordinated for the featured mission. They are presented to players before the competition begins by the featured designer, brand label, or highlighted celebrity.

Wild Cards can also be used to "lock in" *Start Objects* by converting the *Wild Card* into a "live clue," which is a one-way voice-over clue delivered across Bluetooth headset via the *Dispatch Operator*, used to reveal description and details as the player moves through each game location and challenge. The "lock in" request must occur at the beginning of the round, thus forfeiting the right to upgrade, or spend the allocated card amount. Any player, in this case, is essentially choosing to "synchronize" their mission experience while dispatch helps out like a "virtual personal shopper." (*The remote dispatch operator can see the player's location via camera feeds*).

Upgrade Prizes are typically one of the *Start Objects*, or preset items, from *Clue #1* or *Clue #2*, depending on which of the three *Wild Cards* is in the contestant's possession. Each of the three *Wild Cards* is assigned a unique cash value, as well as a unique upgrade conversion. A card with a small balance could have a large conversion value, allowing a contestant to score all the wardrobe items from a particular round, for example. Qualifying for an upgrade requires that the *Wild Card's* balance have an intact value (*i.e., not used during any of the mission challenges*). While an *Upgrade Prize* is essentially designed to make available desirable items from a round in which the player did not win such items, it is on occasion an event that one of the three player's cards be a lucky *Wild Card* whose conversion value equals the total value of all the items in that round, in effect

creating an instant win for that player's round.)

Wardrobe Profile (*as Personalized Game Design Strategy*)

Each wardrobe challenge is centered on the player's *Wardrobe Profile*, which outlines favorite designers, celeb looks, style trends, favorite recording artists looks, movie wardrobe items, body type, coloring, personality, lifestyle motifs, . . . , which is, in turn, interpreted and applied by the Profile Consultant, who along with the Game Coordinator crafts each mission from these elements to create engaging game play that takes into account a sense of each contestant's identity and personal image potential. The *Wardrobe Profile* (available on-line) allows viewers to pre-identify with each featured player, creating familiarity with *Wardrobe Junkie's* personalized game play before episodes begin. As well, the series Resident Stylist, who doubles as game play Personal Shopper, is responsible for co-developing the missions with our trio of panelists within each of the three price points that the contestants will face-off under.

Wardrobe Mission (*stereotype categories and market function*)

Particular style vector recombinations are generated by the resident stylist in coordination with a player's profile and industry trends, under the Stereotype Master's authorship. The resulting user-based look-concepts create a re-stereotyping effect that presents an axis for high value product placement. These featured Stereotype modes will foreground origins and showcase derivatives in each thematic genre fusion suited to the roles we play in real life and in popular culture. Taken from elements of street, office, vintage periods, movies, music, sports, featured designers, brand trends, and more, *Wardrobe Junkie* Stereotype missions will inspire new adventures in personal wardrobe for any occasion, and on any budget.

Game Environment (*and interaction features*)

Wardrobe Junkie game play occurs within a contained universe defined by three dedicated shopping environments (game play spaces), one for

each mission level (or price point). Each prepared room contains all the wardrobe elements the three contestants will be searching for during each unique mission challenge. The rooms are familiar environments: 1) a custom, walk-in celebrity closet (preassembled remotely); 2) a retail storefront from a specialty boutique; and 3) a featured department store or flagship designer retail store. Each is arranged according to game play for each featured segment. There is no deliberate overlap of wardrobe elements between challenges, although since the players will be interacting within the same game space -- using scheduled game time intervals (45, 120 and 210 seconds, escalated according to price point), there is the possibility of accidental "object displacement" (a shopper moving an item from the floor plan during a search), or the possibility of accidental "object reallocation" (a shopper electing another player's mission item thereby removing it from the player's opportunity to purchase). No penalty is assigned for this occurrence, as the players do not know each other's style missions. However, the judges will resequence the criteria to reflect such an occurrence. Further, mission criteria measure both quantitative and qualitative merits: 1) the number of correct wardrobe elements, 2) a player's correspondence to the assigned look, and 3) a player's ability to reflect individual creativity within the margins of their profile identity, with allowance for successfully exceeding their profile, i.e. adaptively using the stereotrope. As well, a split screen design will reveal graphic storyboards and/or style sheets, along with W.J. contestants who will model assembling the exact look per mission, side by side with W.J.'s house models who reveal alternate versions the featured look, coordinated with commentary and score tabulation announced by our host. This adds an extended formatting that offers participating brands and designers high spectacle and increased trackability using spotlight Stereotrope content.

Point System

A maximum score would equal 100 points, with each player earning a

rating from 1 thru 10 for each mission criteria (10 being the highest value of approval). There are three missions for each player and three criteria per mission, accounting for 90 points in total (10 x 3 x 3). The remaining 10 points are based on audience polls that gauge mass appeal, or perception about the player and their profile, while also measuring execution of each assigned mission according to featured criteria. Audience members use a "single point system" assigning one point, or zero points, for each criteria (1 x 3 x 3). And one point (or none) as a measure of favor and approval of the player's fidelity to profile or stereotrope content.

Finale Showdown

The top nine scoring contestants during the season are invited to the semi-final face-off and season finale competition. In the event of any tie scores, the audience will determine who is elected to continue on and ultimately participate in the finale round. By way of real-time audience poll, there will be an initial reduction from nine to six, with only six players continuing to level two of the showdown, and then, for level three of the showdown, three finalists competing for the grand prize *Wardrobe Junkie* \$250,000 destination Shopping Spree.

Lexicon: Style Vectors and "Stereotropes"

Through the sheer act of willful invention "style vectors" are recombined (*from ongoing directives assembled by brand name designers and famous labels in coordination with Wardrobe Junkie's Stereotrope Master and the Resident Stylist*) to create fertile mission challenges. This "stereotrope" concept (*in contrast to recognized stereotypes*) signals a wide territory of style modes that reference role or career, cultural scene, historic period, regional location, or any invented criteria. Within the series "stereotropes" can enable players to transgress any existing personal labels or identity barriers, offering inspiration for wardrobe creativity and novelty. Based on a language-gaming method (*and visual thinking approaches*), the formed neologisms

ultimately create new options for personal wardrobe. In effect, the combining of existing trends or "style vectors" emulates normal market behavior, which periodically suggests new ideas and looks each season, which capture aspects of lifestyle and functionality including climate, social identity, and other factored demographics. Successful stereotypes possess a real, engineered potential to fuel trends, and affect iconic or iconoclastic thinking. The use of recognizable "style vectors" can be seen in the following stereotype examples:

WIZFI (wiz-fi). New business casual style combining the textures of Silicon Valley with the elegance of Wall Street.

SOBO (so-bo). A reinvented hobo chic inspired by South Beach and the bohemian style vector.

G'MO (gee-mo). A crosshatch of Gangster meets Emo crisscrossing two mutually exclusive subset cultures, *without intentional reference to the engineering science GMO.*

FarBanGa (far-bang-a). A mixture of urban, farm and garden patterns, utility wear, and featured style implements. Alternatively, executed as **FarGa** or **UrBanGa**, with accents of yard and street respectively. (**GaFarm**, however, considers a more traditional or functional aesthetic, emphasizing the pastoral and whimsical side of field work.)

HAI'KU (hi-koo), adapted from Harajuku and Haiku. **Hai'ku** delimits the idea of "recognizable minimalism" in one's wardrobe approach, as well, as an idea about essential wardrobe. Also suggested is an idea that one's personal image or style may become settled or fixed over time, in such a way that even two or three artifacts might represent one's trademark look. In mass culture, for instance, an urban or casual Hai'ku may be understood as jeans, a graphic tee, and running shoes - or chinos, polo, and deck shoes -- with basic variances occurring by region or other demographic factor. In this sense, Haiku then captures something about universal wardrobe, where fundamental palates like color, material, pattern, fit, function, brand, etc. take on

abbreviated forms that capture something about how we define "personal uniform," or personify an "everyday costume" which we inhabit.

American Express "Black Card"

The American Express Centurion Black Card \$250,000 balance is designated for participating retailers featured in the location-based extravaganza. Wardrobe Junkie says "Bring along one bestie and have the time of your life!"

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for you and your new wardrobe collection. The grand Wardrobe Junkie Spree is the featured content of the closing episode, which will reveal the season winner spending the awarded prize of \$250,000, over three dedicated days of destination shopping. "Submit your profile!! Maybe you'll end up on location at the best domestic and international shopping destinations immersed in the extended Wardrobe Junkie "personal image" luxury holiday experience. See ya' online contestants!)

REN SUAREZ

Origins of a Wardrobe Junkie



"Me with my grandmother."

Ren Suarez (b. Karen Suarez Quinones)

My birth was the meeting of a tailor at a men's haberdashery, in NYC, who married the daughter of a neighborhood seamstress, whose specialty was bridal gowns. The resulting young couple, still teenagers, raised their kids in the church, where hemlines never went above the calf, and the only time your elbows saw sunshine was when you had to do the dishes.

Isolated because of my sex, I kept separate holidays from my brothers and spent all my youthful summers on the island of Puerto Rico interned to a missionary woman whose husband worked for the Governor.

At home, I learned to make dresses for my mother. There were several kinds of sewing machines in the household, and a cousin who was a textile artist would send home reams of printed fabrics, which no one else in our town had.

By 14 years of age dressmaking and neighborhood babysitting gigs earned me a spot on the management team at a local dress shop. At fifteen I was full-time staff, and in between work, school, and pit stops at home I was learning the art of the quick wardrobe change -- *in parking lots and driveways!* Since many current styles were viewed in my family and church group as uncharacteristic for a young lady, I had to carry two sets of clothes where ever I went, avoiding friends of my parents, or people in my classes, depending on which outfit I had on.

My early travels, and the comedy of circumstances regarding "wardrobe and identity" I often found myself in, led me to Miami Beach where the beginning of South Beach restoration was occurring. Photo shoots, modeling agencies, music videos, and TV shows made up the composition of the population. Neon nights with elastic dresses and table-top dancing put me on the welcome list wherever I went. I met bankers, builders, actors, and athletes, and dressed every one of them for their roles and career, as an emerging stylist.

Opportunity came disguised with the collapse of the German women's wear company I managed for, and just like Thelma and Louise, me and my best girlfriend faced what seemed like the end of a universe with a bottle of chilled Dom at our favorite spot on the strip -- and soon found ourselves on the set of a Miami Vice episode picking up vital roles with an essential client, the principal actor of the Miami Vice series. Inside the world of the high-style TV series, I arranged the formation of my first boutique.

Initially settled onto Lincoln Road, and now in the Miami Design District, En Avance offers emerging trends from European and global designers, as well as perennial wardrobe pieces.

<http://blog.stylesight.com/travel/en-avance>