



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. But however you slice it, personal style is a continuous work in progress.

Nevertheless, cultivating a look that suits one's inner and outer image takes a certain sets of skills, including honing your inspiration. But building your wardrobe IQ requires more than creative coaching, it can require experimental thinking. In fact, by gamifying dress-up using your favorite stars from pop culture, Pop Drag challenges you to cross-pollinate your style from a library of onscreen/offscreen looks.

SHOW FORMAT

That's where Pop Drag steps up your game, so that the normal process behind borrowing looks to define personal style uses an exponent taken from popular culture -- movies, tv shows, music video, and even videos 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?

With Pop Drag, ordinary people can learn to dissect and assemble an existing look that suits them, under the mentorship of their celebrity crush, who push the boundaries of personality everyday. Pop Drag sounding like a trip to ComicCon, Mardi Gras or Carnivale? That's because it requires you to try on looks that stretch your sense of identity -- in the hopes that you will learn more about what works for you. When you dress-up or down, outside your comfort zone, you can enter a feeling of being empowered by the imaginary realm, like being in a storybook made just for you. But the point is to stretch those creative muscles, taking a "pretend" note from cosplay, and try, try, try -- even if it means clowning around until a look just "pops" for you!

Using a mixture of quiz show challenges, sketch/improv, and dress-up game play, bending your sense of what works becomes a little easier. Even if it means you feel like you're hiding in superhero drag, rather than a wardrobe selection suited just for you, embracing "popular drag" allows 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 and pushing the boundaries of your own personality.

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: Music and Movie Costumes
Designer/Brand Integration
Pop/Celebrity Culture Quiz
Scene Reenactments
Storyworld Sets/Props

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/1EeqXor>

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 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 stoyline. 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 performaces 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, using performance and creative expression designed to stretch communication skills and inspire creative living.

Sponsored wardrobe gift cards and prize money is provided to semi-finalists and finalists.

EYECATCH / EXIT

The logo animation and final credits.