

The rise of social media has unveiled a new breed of celebrities *Style Bloggers, bloggers with original voices and unique perspectives, covering style from all sides: fashion, home, travel, art and food.

They influence a global audience with everything they do and wear.

Every day is an opportunity to explore a life built around style... They are the voices of style driven industries and the new tastemakers.



THE WORLD OF STYLE BLOGGERS



Welcome to the 24/7 world of Style Bloggers where we take you behind the scenes and deeper into the business of blogging and product development. We bring you into the day-to-day lives of 5 top style bloggers.

THE WORLD OF STYLE BLOGGERS will follow five of the industry's most influential online entrepreneurs as they negotiate the demands of their blossoming and growing blogging careers



Each webisode not only connects with some of the world's leading bloggers, but also show their projects come to life



**Watch Online,
Design a Collection**
download APP

**Fashion is always
in fashion.**

We'll be there as the style bloggers work to bring you new trends and take you through the creative process of making a capsule collection - collection that will be sold in selected stores such as Holt's, Nordstrom's or it could be special collaboration with other fashion brand such as TOPSHOP.



The World of Style Bloggers Capsule Collection



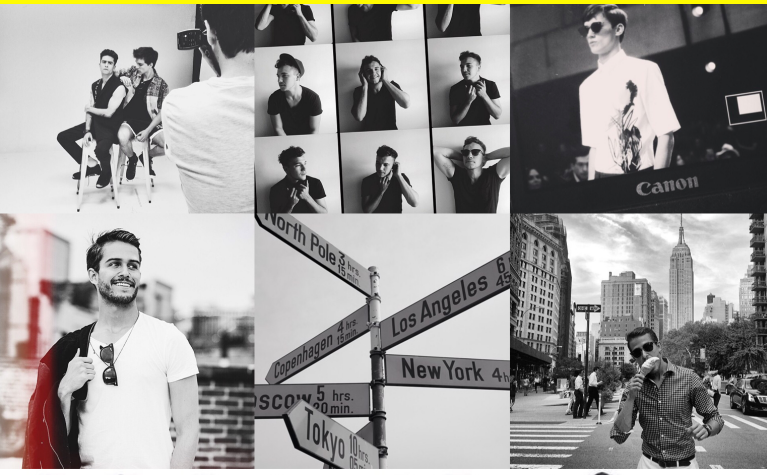
This capsule collection will be designed with an added layer of audience interaction. Viewers get involved in choosing favourite items with the help of industry mentors such as Marc Jacobs, Jason Wu or Alexander Wang or other creative professionals such as photographers, creative directors, merchandizers, editors, PR mavens

Social media plays prominently in the promotion of this concept. The use of hashtags and a variety of mediums for connecting with the audience would be used.



*Follow
NET-A-PORT
on Twitter
and tell us
what your favorite
blogger is*

#getinvolved



#travelbug

This is an opportunity to blend changing communication and shift in power from the traditional to the new. Bloggers now sit in the front rows at fashion shows, elbow to elbow and often more powerful than fashion editors of the past. Influence and connectivity are the words of today's marketer and the top people in this profession have the power and opportunity to shape and change the world.

Sounds glamorous, because it is. Constant five star travel, conversations with style icons, photo-shoot shoots, media appearances and leading edge social media.

The first webisode focuses mainly on stylish bloggers who are attending a fashion centred event, during which we get the first ideas to make a capsule collection. In addition there will be other personalities looking into other aspects of lifestyle such as health, food and travel.

Shooting locations: Canada, US, Belgium, France, Italy





The World of Style Bloggers has got it all!

1. **Demographics – Bang on.** Contemporary topic that is targeted to millennials and is considered cool.
2. **Mastermind collaboration –** Supporting each other and focusing on strengths of each blogger / cast member as they create capsule collection.
3. **Positive supportive encouragement –** the world of fashion is often perceived as being pretentious and narcissistic. The principal cast members will complement each other in terms of their contributions. They will be people who will be interesting to learn more about; grass roots and down to earth will be the prominent personality traits.
4. **Connectivity –** it's not just about fashion but lifestyle – travel, food, architecture, interior design, art and lifestyle highlights.
5. **Emerging 21st century careers –** this is a relatively new profession and the opportunity to see inside the workings of a successful blogger. This is a serious profession and not one to be dismissed – this show will show you why.
6. **Depth of the profession –** although a newly emerging hot and trendy career, it takes depth of knowledge about many things, including the business and the branding for a blogger. There must be a plan otherwise it is a hobby not a profession. Caution: this is “hard” work and yet has so much opportunity to create a brand.
7. **Glamour –** there are perks to this profession, including being perceived as coming with a “fancy” lifestyle. Is that really the truth?
8. **Behind the scenes –** currently almost as important and popular is the glimpse behind the curtain, as much as and sometimes even more so than the finished product. “Being in the know” is a powerful draw for those that don't experience this lifestyle in a direct way.
E.g #1 - Taylor Swift's “Shake it off” song has not one, but 6 bts videos. 30 minutes of behind the scenes for a 3.5 minute video.
E.g #2 – Deluxe versions of albums contain “bonus” material to inspire the purchase of the full album rather than a single song purchase.
Lots of opportunity for partners to be showcased and showing the connectivity within the industry.
9. **Something for everyone –** each of the personalities / cast members comes at their craft from a different place and all have different perspective and focuses. Those that know what blogging is all about will want to watch; those who know nothing will also be curious.
10. **Illustrates shift in economy and definition of “work” –** opportunities exist in healthy amounts if you apply yourself and stay on top of/current with trends/changes. E.g. look what you can build if it comes out of your passion and a love for a hobby. Innovation can lead to success and fulfillment.

The Team

MICHAEL GHENT - PRODUCER

Michael Ghent has eighteen years of experience in the film/TV industry, including five years as a Production Executive for CanWest Global Broadcasting (now Shaw Media). During his career, Michael has been part of over 500 hours of factual, scripted, general entertainment, true crime, current affairs, documentary and lifestyle content for a variety of Canadian and international networks.

His roles include Producer, Story Producer, Writer and Development Consultant. He won a Gemini in 2007 for Best Documentary Series Global Currents. He currently develops television movies and series for production companies in Vancouver.

Long active in the media community, Michael was the Creative Director of the Vancouver International Film Festival's Film and TV Forum for the 2009 season, a Canadian Images programmer for the VIFF, Festival Director for Moving Pictures; Canadian Films on Tour and a publicist for the NFB/ONF. Michael has served on the board of directors for the Whistler Film Festival Society, represented Executives on the board of the Academy of Canadian Cinema and Television and continues to advise to The Forum. He is a programming consultant for international films at the VIFF.

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VLADIMIR MARKOVICH – CREATIVE DIRECTOR

Vladimir Markovich dedicates his unique artistic and creative vision to fashion, luxury, entertainment and celebrity/personal branding. Vladimir's creative skills have led him on a professional journey that has spanned over 15 years with an extensive production career in fashion, television, commercials, and music videos internationally, including North America, Europe and the Caribbean.

He has worked on a number of business and creative projects including co-founding Bon Bon Bodywear in 2010 as well as being one of the original partners of British Columbia Fashion Week - one of the main Canadian based vehicles for promoting the fashion industry globally. Most recently he worked in partnership with ECO Fashion Week in the design and delivery of the 2014 Vancouver International Film Festival - VIFF Style Series. He was the Fashion Director for the 2006 Gemini Awards and an adjunct instructor in the Fashion Design & Merchandising programs at The Art Institute of Vancouver. He has worked closely with the International Top Model organization, including keynote speaker at the University of Wuhan China in 2008.

Vladimir's extensive work has extended to the Dominican Republic, where he was influential in setting new trends and standards in broadcasting by creating and delivering the first live, multi media and interactive, virtual show La Llamada Dorada. His body of work includes producing and directing on a number of top rated television shows, including his role at Fashion TV/Latin American Division focusing on marketing and expanding fashion in Latin America. His portfolio includes BBC London Auf Wiedersehn Pet, and campaign productions for Reebok, Levis, Mastercard and Club Med along with consulting on projects such as Look Model Search & Ford SuperModel of the World. His fashion/creative projects include Paulina Rubio, Anne Murray, Jann Arden, Gwen Stefani, Shakira, Evangeline Lily, Shawne Ashmore and Whitney Houston as well as with legendary directors such as Sophie Miller.

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IN ASSOCIATION WITH:

LYNN BOOTH – MAKE BELIEVE MEDIA, EXECUTIVE PRODUCER

The logo for Make Believe Media features the words "make", "believe", and "media" stacked vertically in a bold, white, lowercase sans-serif font against a solid black rectangular background.

make
believe
media

Make Believe Media is a creative production company based in Vancouver, Canada. Founded in 1999 by Executive Producer Lynn Booth, we are a team of passionate story-tellers in search of dramatic stories, new worlds and the amazing people who inspire us. Now with over 15 years of experience, we have a renewed mission to create amazing documentary and non-fiction series television for tomorrow's global audiences.

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