

WORLD OF STYLE BLOGGERS

Potential Episode Outlines – 2 to 10

In Episode One of WOSB, Milan Fashion Week inspired the Bloggers with incredible people, style and fashion. We followed their process of sourcing inspiration for the Capsule Collection. And it was very inspirational indeed. Each blogger made some great choices to present to Nordstrom in Canada.

We also engaged the WOSB audience to generate their detailed feedback. And there is plenty to report. As in Season One, throughout the show we will engage viewer with other experiences of how they watch the show - offering options to pick up between two screens, with each screen having separate stories happening simultaneously. Truly a transmedia and multiplatform experience.

...MOST IMPORTANTLY, THE CAPSULE COLLECTION WAS PITCHED TO NORDSTROM, BUT WE STILL NEED TO HEAR THE FINAL VERDICT. EPISODE 2 PICKS UP THE STORY OF OUR BLOGGERS.



AFTER MILAN

WORLD OF STYLE BLOGGERS

episode

2

After Milan, Nordstrom debates the selection and does come on-board to be the retailer for the Capsule Collection. They will feature it at their new flagship store in Vancouver, Canada when it opens in 2016. The bloggers are thrilled and look forward to seeing one of the world's most beautiful cities.

The bloggers move on to their home turfs to work independently. We see their 'natural worlds' and how they live, meet their significant others and set up the next adventures in terms of various Fashion Weeks, editorials, personal adventures and photo shoots. They prepare for the next stages of the Capsule Collection and to visit Vancouver later in the season.



TORONTO FASHION WEEK

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episode

3

A huge event in Canadian fashion and a must attend for the bloggers. We'll be there and all over the scene out front and backstage. It's a big media event and the bloggers will be front and centre on the E! stage.



IDOLS

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episode

4

Bloggers meet their fashion idols. Their fashion idols give some initial feedback to their pieces from Capsule Collection. They share their wisdom and we see their design studios and prepare special blogging events around the new collections. We also get an update on the Capsule Collection with Nordstrom and offer up new VR Enhancements to the followers of the series. Some jealousies arise as rumor has it that one of the bloggers will be guest fashion editor for Elle Magazine. Who will be? Socialyte knows and we check in with the agents in NY. Some bloggers feel they are being upstaged by the others. But it all just friendly jostling in the very competitive world of fashion blogging.



TO EACH THEIR OWN

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5

Adam does a special Instagram shoot for Prada. Christina has a falling out with one of her best designer friends for not being more positive about her latest line. Vanessa is not returning calls from Hong Kong. Justin can't decide which brand to work with next. Lisa feels she is not getting the support she needs from her agent and is considering dumping her for another company. Oh, the drama!



PARIS HAUTE COUTURE

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6

Fashion does not reach any higher than this event in Paris. The bloggers pull out all the stops and revel in the glamour. It is not everyday style at this event but the bloggers are masters at showing us how to achieve the same type of evening glamour on a much smaller budget. This is what their followers depend upon.

But! The airline has lost Christina's luggage which means two days without outfits that were meticulously planned and organized in New York and we are at Paris Fashion Week ... it can't be a worse disaster! Can Christina pull this off by working her magic with the locals? What will it take?



CAPSULE TRADE SHOW

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episode

7

Not known for its fashion, but Vegas is known for many other things – like the Capsule Trade Show. Tastemakers from across the spectrum of the internet. 135 brands on display for the bloggers to revel in. It's a bloggers paradise. While in Vegas, the bloggers stop by “Cirque de Soleil” we are invited behind the scenes of Zumanity. Very cool. #VR



WEST COAST FASHION

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8

Vancouver, BC. The bloggers arrive for a West Coast holiday and take in all the beauty of BC. They are here for the opening of the new flagship Nordstrom Store in the middle of downtown Vancouver. They also stop by BC Fashion Week, meet up-and-coming Canadian designers and see firsthand how the beautiful natural landscapes are reflected in their work. They also take in one of the many music festivals in beautiful Whistler, BC.



NEW YORK MAT GALA

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9

The bloggers reunite for one of America's most exclusive social events. The Met Gala is an annual fundraising gala for the benefit of the Metropolitan Museum of Art's Costume Institute in New York City. It marks the grand opening of the Costume Institute's annual fashion exhibit. Each year's event celebrates the theme of that year's Costume Institute exhibition. The bloggers love this event as a departure from traditional fashion event and the fun runs high!



IT ALL COMES TOGETHER

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episode

10

A high energy recap of Season One with our own specially designed fashion showcase with a fan of the show in attendance. We'll take all the best elements of the first season and put them together in an incredible VR mashup experience. We'll set the stage for next season by making a call out to the fans of the show to be a guest blogger and contributor to the Season Two Capsule Collection. Stay tuned, it's going to be great on the World of Style Bloggers.

SEASON TWO Events like Coachella, MMVA's, Berlin Fashion Week new capsule collection....

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