

WORLD OF STYLE BLOGGERS

episode One . Preliminary Arc Structure

Inspiration & Aspiration

Act ONE : MILAN FASHION WEEK



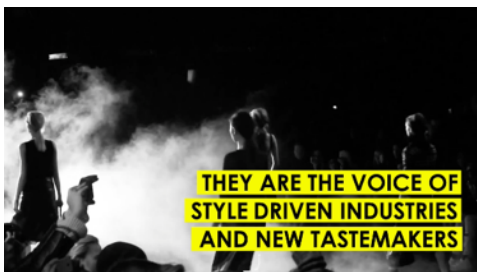
Teaser: The sun comes up over the New York skyline as seen from a high-rise bedroom window. Justin is buried in pillows, avoiding the growing sunlight.

Text on Screen: “Two days before Milan Fashion Week”.

Sound Up: Alarm rings and Justin crawls out of bed. Checks his phone reminders - ‘fly to Milan tomorrow’.

Justin, “Sweet - Milan”.

Opening Title Sequence – the glamorous and exciting World Of Style Bloggers



Welcome to the fascinating World Of Style Bloggers where we get up close and personal with some of the most influential bloggers in the world of style, fashion, design and lifestyle. They are the tastemakers, the opinion leaders and fashion trend setters.

They are always pushing their potential to reach bigger audiences and dig deeper into the world of fashion. They are not just hip to fashion – they are a living and breathing personal brand.

They want you to follow along on their adventures and create a signature capsule collection. Say hello.

Setup – Justin meets up at a coffee shop with Lisa and Adam. They are stoked to be heading to Milan tomorrow. It is going to be an amazing line-up of shows, meetings and parties - but most of all, it is their inspirational trip for the WOSB Capsule Collection.

FASHION FACT

'capsule' collections, is a concept where a limited supply of desired products is released in the market. The trend was a rage last year and the same continues to boost sales this year too, reaching new boundaries with new sets of collaborations, i.e. between celebrities & stores; designers & fashion houses; celebrities & designers; and even stores collaborating together to form their own capsule collections. With the previous lines proving to be a huge success due to strong consumer response, a lot of new names have entered the scenario to entice fashion-conscious masses.



WORLD OF STYLE BLOGGERS ARE TEAMING UP TO CREATE NEW DESIGNER COLLABORATIONS.

In Season One of WOSB, each blogger will nominate their favourite young designer with whom they will be collaborating during the creative process. Comprised of fresh new faces, each will add their signature touches to create a unique capsule collection available at prices that don't happen very often at Nordstrom's.

Each designer will be influenced by the personal style of show bloggers and interact with viewers of the series to view, rate and help assemble a capsule collection.

(Additional marketing will include a mini-site, interaction with the audience, voting, etc.)



The bloggers have coffee and discuss what's hot and what shows they will be attending. Justin is over excited that he will get to be with D2squared: Dean and Dan as he is doing a magazine article for Elle.

Vanessa and Christina check in – they stop by to see what's up. They are already checking out items for the Capsule Collection. Milan is a highlight of the season for them too.

Collectively these young trendsetters have nearly 2 million fashion followers who want to see what is going on and get the firsthand experience of being at fashion week. This is what their favourite bloggers can provide.

They say good-bye. Next time they reunite it will be in Milan.



Next Location

We are at Milan Fashion Week and the city is buzzing. This is one of the biggest fashion events on the annual calendar.

Here come the bloggers: Justin, Christina, Lisa, Vanessa and Adam are arriving in Milan, ready for the adventure that is fashion week. They are game for anything that will happen over the next week. And anything can!

They will be on the lookout for new trends, styles and hip new designers to blog about to their followers and as this is an inspirational trip for their capsule collection, they will take a lot of pictures. What inspires them ... what catches their attention and why does it make them excited?

Bloggers must create an original vibe and find their own voice that hits a note with people. This is the key to their success. These bloggers have found their voice and hit their stride. Once seen as sidekicks to the promotion of fashion, they are now integral part of it. Blogging is now big business and these people are influential.

Its time to look for inspiration and load the cameras with memory. The bloggers will take a lot of photos. The streets of Milan are the perfect backdrop with its combination of old world style and amazing contemporary design. It's a visual feast and the bloggers love it.



These photos will be part of 'Hot or Not App', through which we will select '50 Buzzed Inspirational Images' for the WOSB Gamif.App.

As the Bloggers Hit the Streets, We'll Get To Know Them More

(mini-bio intro's / text / graphics / music)



Justin Livingston

"scout sixteen" 112k followers

The ABC's of Fashion/Style: "I don't think style can necessarily be taught, it is innate." Justin gives us his philosophy on style and tells us how he became a blogger. It was a carefully crafted path. We learn about where he came from and his motivations to become a blogger.



Lisa Dengler

"just another me " 78.9k followers

The ABC's of Fashion/Style: gives us her philosophy on style and tells us how she became a blogger. We learn about where she came from and her motivations to become a blogger.



Christina Cardona

"trop rouge " 141k followers

The ABC's of Fashion/Style: gives us her philosophy on style and tells us how she became a blogger. We learn about where she came from and her motivations to become a blogger.



Vanessa Hong

"the haute pursuit" 364k followers

The ABC's of Fashion/Style: gives us her philosophy on style and tells us how she became a blogger. We learn about where she came from and her motivations to become a blogger.



Adam Gallagher

"i am Galla" 1.3m followers

The ABC's of Fashion/Style: gives us his philosophy on style and tells us how he became a blogger. We learn about where he came from and his motivations to become a blogger.

Act TWO : MORE IN MILAN, UP CLOSE & BLOGGABLE

We're in Italy at Milan Fashion Week. It's Europe; it's cutting edge; it's time to get to work. Here in Milan, the bloggers are in their natural habitat at one of the world's greatest fashion events. We'll take you there and show you what is going on.

We have a role for the viewer too. In Season One the bloggers collaborate on creating a capsule collection of the latest trends in clothes, shoes and accessories. While they are in Italy – the 'cradle of style' – they will be looking for the inspirations for new collections that will reflect their style. You will be able to see the photos of the bloggers and cast your opinion through the App. + play the game, or immerse into VR.

VR Teaser – VR is an immersive communication platform, it's the birth of a new medium and we can tell stories now in a 360 environment. This series will bring it to you like never before.

Back to Fashion Week – Let's continue through Milan Fashion Week in real time. The bloggers are living the dream. They have lots to cover and it's time to get to work. Justin is overly excited yet again over the Dsquared2 show and to meet the brothers.

Christina attends the Versace show. The show begins in what appears to be a darkened Chinese temple, and immediately explodes with a kind of sinuous, street-strutting, late-'70s disco Superfly-intensity. But taken as a whole, the collection effects what amounts to a mashup of multiple eras — late-'60s, '70 and '80s — and, almost as an afterthought, layers on an inspired cold fusion of East and West. She has plenty to blog about to her followers.

Lisa is front row at the Ermanno Scervino show for Autumn Winter. The designer chooses the rigour and the patterns of masculine fabrics, among all the reinterpretation of pied-de-poule, making it macro- on-mini bon-ton dresses – in order to express a new sensuality.

Meanwhile – Justin is going to meet two of his fashion “heroes”, Dsquared2.

Justin is attending DSquared2 Milan Fall-Winter 2015: Tribal Aristocracy

Dan and Dean Caten – aka DSquared2 - grew up in Ontario, Canada, then moved to New York to study fashion at Parsons New School for Design. Staying only one semester, they found financial backing for their first collection, and then moved to Milan, working for Versace and Diesel, before starting their own clothing line.

Background story: Today they are, quite simply, some of the most consummate artists in the fashion world, with an almost appalling gift for colour, texture, and detail along with a signature style that's cheeky, daring, and always exciting.

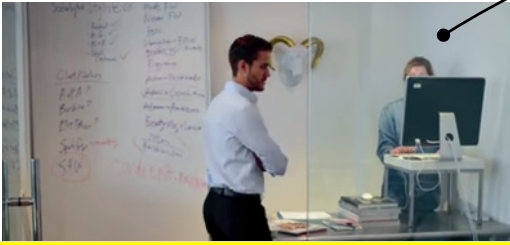
Justin has some questions for the brothers. He had arranged to meet them at their studio. He is beyond excited.

Drama point: However Dsquared2 guys have run into a snag in their schedule and Justin will soon find out that they had to cancel his interview ...

But all is not lost. After being disappointed. There are better things to come.

Justin's Agent calls from NYC ...

NEW YORK



CONTINUE IN AGENCY

MILAN



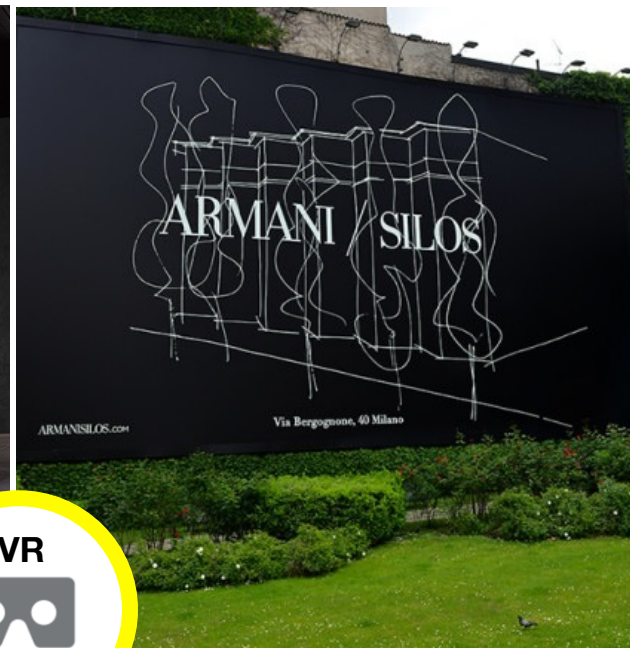
CONTINUE IN MILAN



Viewers get the first invitation to try a VR Experience inside Armani Silos.



Justin is in for a tour of Silos – the newly opened 4,500 m2 space created by Giorgio Armani in Milan, retracing his career with over 600 outfits, 200 accessories and countless publicity archives. He is going to fashion heaven. This is a very good day after all.



Wrapping up in Milan: The first set of inspirations for the capsule collection are chosen and are on-line for everyone to suss out. The bloggers unite for a final meal together before they leave Italy. It has been a full, amazing week. They are very happy and equally exhausted.

Drama point: Adam gets a call from his agent Rebecca about the next gig coming up. It's gonna be cool. But he may have to choose between two options.

Commercial Break Two

Act THREE : NEW YORK FOR THE TEAM

Back in New York.

Adam does a shoot with TopMan

Side story: He is setting the bar about his brand and business. He is an Instagram influencer and is paid by Gucci and Prada to promote their products. He is the real deal when it comes to making a business out of blogging.

Vanessa is back on the streets she loves in NYC after Milan Fashion Week. She is going to meet with her friends for a night out in the big city. She loves to party and New York is the place to be. Vanessa is just getting back in the saddle after splitting with her boyfriend so it is definitely time for some fun - New York style.

Vanessa and her entourage hit the clubs for some full-on fun party fun. But Vanessa also has a self-made career with lots of pressure to keep on top of the trends. Her friends pressure her to keep partying but she pulls the plug at a decent hour. Tomorrow she is meeting one of her favourite designers. She jumps a cab back home.

Justin gets ready for a video shoot: This time he is working with Details Studio and Tissot to present the new Tissot watch collection in a lifestyle video featuring Justin aka Scout Sixteen:

Example: <http://winniewow.com/details-x-tissot--scout-sixteen>

We will tag along with him as he shoots the video and see what happens behind the scenes. Justin's easy style and comfort on camera really comes through. He is a natural at this.

Blogger Style Off – Vanessa and Christina have a 'style-off' to pick the best look for daytime wear this season. This is the type of video they frequently make to keep their followers interested. They walk us through what works best for them this season.

Adam meets with this agent: He is represented by Daniel Saynt at the Socialyte, an agency that specializes in representing this new breed of icons. Adam's next gig is to edit the Aldo collection for Spring 2016 for the online store. Adam is stoked. This is a big opportunity. His followers love it when he creates a collection on Instagram. Aldo loves it too.

But, he will have to skip his next shoot for Prada. Rebecca advised that this is the best way to go. Adam agrees. His selections will be considered for their spring 2016 collections in store. He will model the collection himself.

Vanessa Is a Guest Buyer - Selecting product with a well versed team. Not only a promoter but a huge fan of the brands. Example: <http://www.holtrenfrew.com/holtsmuse/fashion/renaissance-woman/>

Christina is busy too:

She is making a commercial. <http://www.ispot.tv/ad/7buJ/tampax-radiant-style-featuring-christina-caradona>

Commercial Break Three

Act FOUR : TEAMWORK THE BLOGGER'S WAY

Rules of Style: Christina is at the premier opening of her new favourite store in NYC to pick out a wardrobe for spring. Her look is a fun combination of edgy, yet girly. Pops of colour either with your shoes or your bag are essential. Vanessa walks her through what she feels is essential this season and how to easily create this look.

Capsule Collection Update: It's time to go through images and see which ones are making the most impact online ... time to get in action and see selects. These images will serve to create a "mood board" that has to be presented to buyers and designers in the next meeting with Nordstrom's. As the name suggests, the mood board projects the feel and tone of the Capsule Collection.

The Capsule Collection is reviewed with Christina. She walks us through the items on-screen and in VR on-line. Graphics show us the popularity of the items in the collection. During the process of creating the mood board, Christina disagrees with some of the selections but this is all part of the process. But she goes with the group's consensus.

Action: Bloggers arrive to meet with Nordstrom and present the mood board. They are more than curious to hear the feedback from the top brass at Nordstrom. They get ready to do their pitch to some very seasoned fashion retail professionals. It is not easy to sway these experts. But the experts know that the bloggers are also on top of their professions. It is a face to face meeting of veterans and newbies - new school meets old school. There is some tension, but it looks like they are impressed with the bloggers and the Capsule Collection. But they will need to wait. The merchandizers at Nordstrom still have to 'take it upstairs' for approval.



Each of bloggers will have separate photo shoots, with a photographer chosen by them, to introduce their Capsule Collection. They have their favourites in mind. But they have a lot more to do in the meantime.



Next – The bloggers return to their home cities and regroup with their friends, agents and all those special in their lives. They will find out how their recent blogs from Milan and NYC have impacted their followers and brand partners.

There is always another blog to write, brand to love and challenge to be met on the:

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