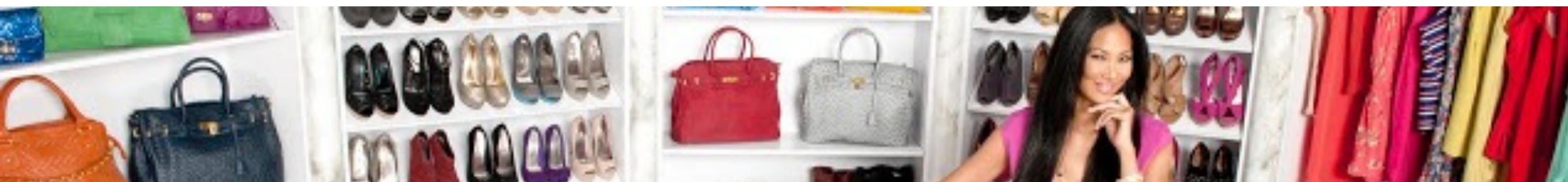




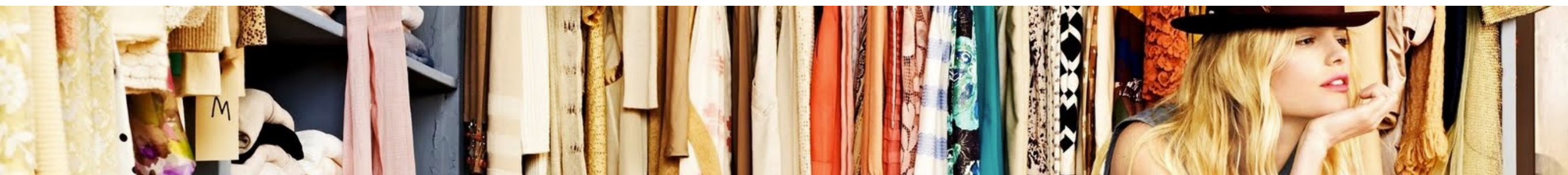
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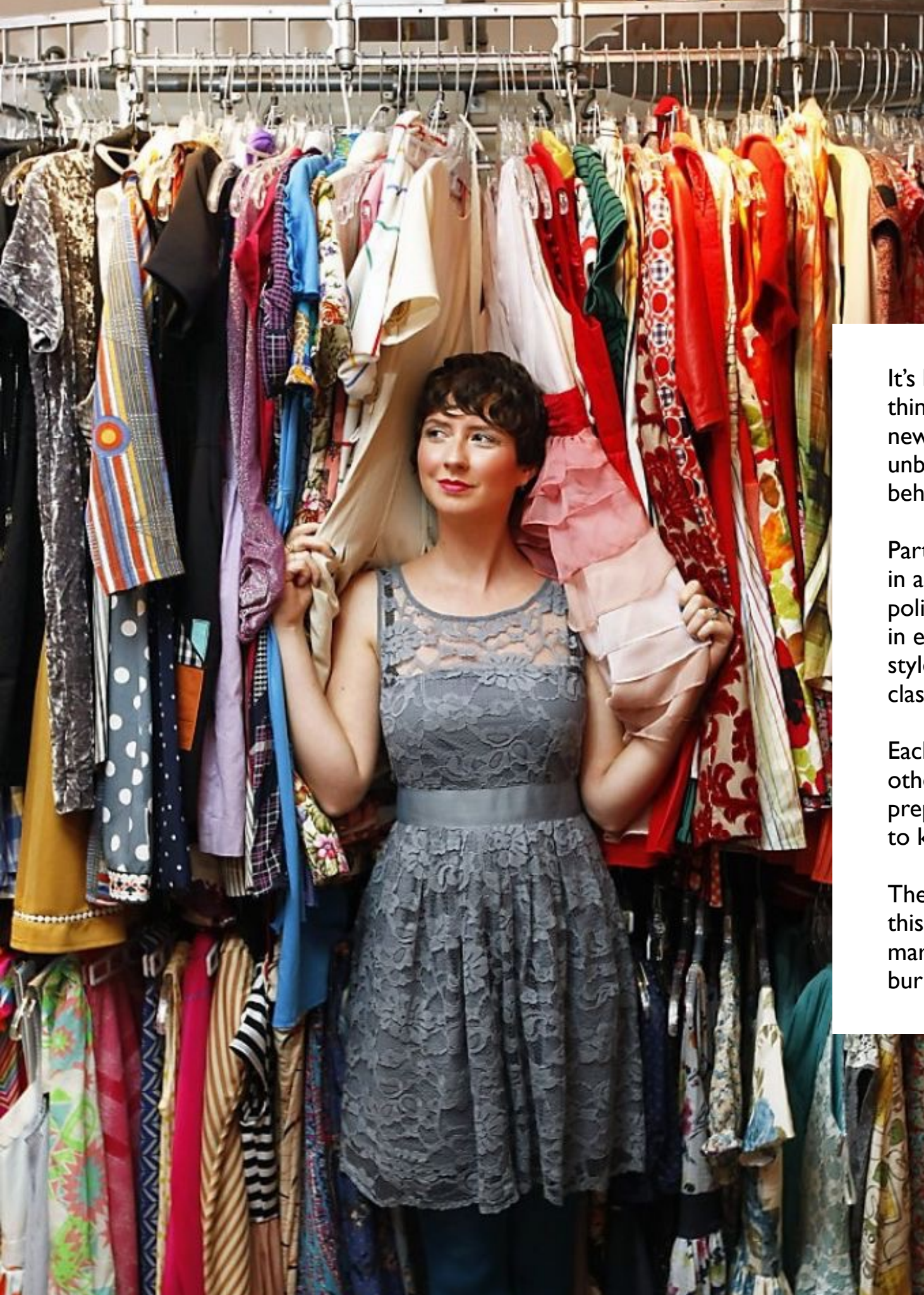


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DOORS





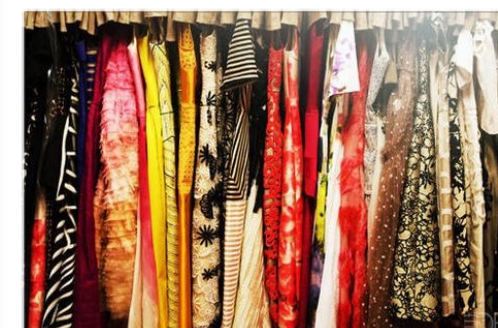
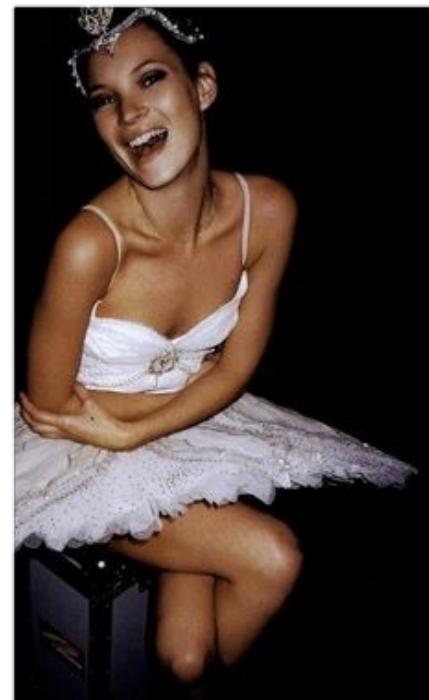
It's been said you can tell a lot about a person by the shoes they wear. But think just how much you'd learn by exploring their entire wardrobe. In the new series, *Behind Closed Doors*, we gain full access to some of the most unbelievably curated closets in the world and the captivating personalities behind them.

Part interview, part fashion, part gratuitous tribute, part profile, wrapped up in an aesthetically striking package. This isn't a scripted conversation of polished pop stars, viewers are witness to intimate, compelling connections in each episode. Subjects are honest, clever and even a little bit volatile. No style is off limits when we throw open the closet doors, grunge, boho chic, classic, glam, street, futuristic, everyone is en vogue *Behind Closed Doors*.

Each episode features two unique personalities, one visiting the closet of the other. The subjects are connected by a loose thread; perhaps an actor is preparing for a film, meeting with an inspiration for the role. A musician gets to know one of their mentors through their clothing history.

The owner of the closet holds weight in their respective world. Without this icon, the world would be a very different place. They have made their mark. The visitor of the closet is a rising star with influence and ambition to burn.





In each episode we join the pair on a journey of tandem discovery, methodically peeling back layers of both personalities through anecdotes and discriminate storytelling. We can feel how special this encounter is. The clothing serves as the connecting thread, a catalyst, transporting us in time and place.

The clothing is a vehicle for the subjects to get personal and reveal their inner monologues. Revelations flow freely inside the closet, and we'll involve those looking to shed light on topical social issues in a personal way.

Behind Clothed Doors will provide major benefits to any backing brand. Drawing a diverse audience of potential customers that will be entertained and engaged while the underlying association creates an innate affinity toward the brand. This content will be spread by tastemakers via social media, commented on by bloggers and Behind Clothed Doors is a no brainer for brands looking to create a visually stunning, thought-provoking branded content series.



Behind Clothed Doors is a brand-story dream. Every closet we enter is envied and its owner has a loyal following. In each episode we're bridging two audiences of different ages and demographics. This will bring new eyeballs to your brand, no matter whose closet is featured. In media landscape where Iris Apfel has a millennial following, the only age that matters Behind Clothed Doors, is timeless.

In addition to the wide-net of appeal, Behind Clothed Doors has the ability to integrate brands to any degree. Light to moderate branding would best compliment our audience's intelligence, savvy customers who understand this is branded, but don't want to be told what to think. We're promoting a lifestyle of appreciation for all things beautiful, significant and creative including your brand.

POSSIBLE PARTNERS

Mercedes Benz, an auto manufacturer with an established passion for fashion.

Net-A-Porter, what's en vogue now was inspired by the past. Styles featured can echo the current season's influence.

Virgin America, clothes are an essential part of travel as well as the lifestyle we promoting.

California Closets, after viewing these enviable collections who wouldn't want to step up their closet game?





STRUCTURE

ACT ONE (1-2 MINUTES)

We open on an insider moment with our visiting celebrity before they travel to the coveted closet. It unfolds organically, picking up in the middle of a light hearted remark or commentary on a personal matter. They engage the camera, during an everyday moment, applying makeup, shopping for a gift, packing for a tour, choosing their outfit for the meeting. “What do you wear to meet Stevie Nicks?!” We establish why they are looking forward to this meeting, it’s special and we can feel that.

In a similar manner we meet the coveteur, the owner of the closet we’re about to explore. These moments for each subject can be complementary or mirrored, but always purposeful and building to a larger point. Each cut will reinforce the excitement of what they’re about to share and how they are connected.



ACT TWO (1 MINUTE)

We are en route to the holy land, the anticipation is building as we learn about each subject from the perspective of the other. “I remember when I saw Bette Midler in The Rose, oh my, I was fixated, I wore out the tape.” Both parties discuss the person they’re about to share this experience with...why they doing this.

The curious nature of both parties in this act helps propel the journey forward for our viewer as well as their own. It’s a bio pack in disguise, but we are deliberate to tell their tales through their threads.



ACT THREE (3 MINUTES)

At last, the front door opens and our two parties finally meet. We take a moment for brief conversation, revealing a layer of personality.

We weave from garment to garment, slipping in gossip, and backstory, resting on poignant exchanges. This segment will feature the pieces we're dying to see and some deeper, surprising selections. We'll draw out the honest excitement of both parties, entwining the associated tales seamlessly.

In an episode featuring Janelle Monáe, she discusses the suits she wears and their inspiration; her time working as a maid. "When I started my musical career I was a maid, I used to clean houses. My parents they all wore uniforms. And that's why I stand here today...to honor them, This is a reminder that I have work to do, I have people to uplift, I have people to inspire," Monáe said, fighting back tears.

A surprising trip inside the closet with Tom Brady reveals more than just jerseys and bespoke suits. Sentimentality and comfort are key as he reveals the tales behind his oldest t-shirts. He even shares his infamous Ugg Boot collection.

This act is full of surprises, exclusives and unique moments. We'll even aim to get Oprah to discuss insecurities, self-image and why she always wears sleeves.



ACT FOUR (2 MINUTES)

What good is marvelous clothing if you can't live in it? In this segment we break out of the closet and follow our subjects as they show off their favorite pieces from the pilgrimage. This can be as simple as a stroll down 5th Avenue in iconic frocks, posing for photos with surprised fans, to an impromptu performance in a gorgeous space. Or perhaps a less public fete is in order, a backyard croquet match in preppy polos or beachside cocktails in classic kaftans from the 70's.

An organic narrative of discovery commands this act; storytelling is supreme. We learn about both subjects through compelling conversation and breezy bonding. Everyone is enjoying this meeting, both parties are genuinely interested in each others stories. We feel like we're sitting in on an oral history or memoirs, we're privy to something special.

The scene could propel a brand story, such as driving in a branded vehicle or using a product in a seamless fashion. This act is the most personalized of the four, possessing the ability to highlight the best qualities of each pairing. The event and directing style will dictate the ending of this act.



“OVER THE
YEARS I HAVE
LEARNED THAT
WHAT IS
IMPORTANT IN A
DRESS IS THE
WOMAN WHO
IS WEARING IT.”

– YVES SAINT
LAURENT



DIRECTORS

This series has the opportunity to create distinctive films paying homage to iconic style. Rather than give the same lighting, lens and camera choices for each closet, different directors can bring their unique approach to the table, filming in a style fitting for each. Famed rock photographer Danny Clinch could direct a rock n' roll episode that delves deeper into on and off stage persona differences. Lauren Greenfield can direct an episode that subtly explores the expression of female sexuality through clothing. We'll leverage the uniqueness of the meeting to filmmakers with a distinct vision looking to create stunning personality portrayals.

Attaching established directors to each episode is both a stylistic and budgetary matter. While their skills and notoriety will result in a larger audience and higher production value, this will also affect the overall budget in a variety of ways.



TONE & STYLE

Each pairing will dictate a different visual look & feel. Overall, *Behind Closed Doors*, will utilize a free-flowing, doc-follow style. The audience will feel like they're another guest, along for the ride. Even wondering, "I wonder if he'll let me try it on?". Viewers are consistently engaged with thoughtful conversational questions, inspiring their own thoughts on the matter, made to feel a part of the action.

This isn't just two celebrities gushing over gowns, their conversation will delve into inspiration. Whose idea was it? Where did you find it? What were you planning to wear instead? Both the subjects and the audience know the cameras are there, and talent occasionally speaks to the camera, often to express their awe or excitement.

We'll use archival clips and photos in a limited fashion, emphasizing the cultural significance of a garment or the personality behind it. This won't feel like a history lesson, more of a reminder of how awesome something was, a reinforcement of reverence.



MUSIC

Each episode will have music reflective of the closet and the personality behind it. Musical selection will be a drive the tempo and establish an overall character to each episode. Careful not to be heavy handed, we'll utilize tracks to underscore the emotional & historical themes of the profile.

Overall the tracks will be upbeat & fun, pacing without feeling like a montage backing track. Quiet moments are free to rest when necessary. We'll select both up and coming artists as well as classic songs that evoke imagery and emotion.



EPISODE EXAMPLES

Tour de force Jenna Lyons possesses one of the most well-curated contemporary closets of all time. We'll follow the prodigal Tavi Gevinson as she and Jenna discuss ambition, boys and the acceptable amount of glitter at every age, all while composing classic looks for one another. A director like Sofia Coppola would pair nicely with both Jenna & Tavi's sensibilities and would create an aesthetically gorgeous viewing experience.

Pairing of the two personalities is the key to the entire episode. Great time and care will be taken to select surprising and unconventional pairings. Creative casting provides endless storytelling opportunities. We'll combine luminaries with up-and-coming talent to create a compelling narrative that instinctively unfolds through enviable clothing. Behind each piece, an opportunity for our subjects to connect and contrast life-tales. The mind-blowing wardrobes are a third character, propelling the story and themes.



Attitude and exuberance abound when Bernadette Peters & Jenny Slate connect inside the closet. Their complementary curious nature leads to more questions than answers at first, until Slate's confessional style takes over. Each are genuinely intrigued by the other's work, Peters a showbiz veteran, Slate a brazen, accomplished comedienne. Both creating brilliant work in multiple mediums. Their playful spirits lead to revealing their most embarrassing, unusual and sexist encounters with the opposite sex. An episode highlight is a moment recreating The Jerk's "Tonight You Belong To Me" scene, and of course, Jenny Slate plays Steve Martin. Not a dry eye in the house.



Throughout David Letterman's storied career in late-night television he likened his suits, to his work 'uniform'. Chris Hardwick built an empire on making nerds cool, and becoming one of the most pervasive and likeable television personalities of his time. Will they talk about the suits? Maybe. Will they banter about comedy, irony & Midwestern sensibilities while wearing a lot of suits, most definitely. The episode reaches appropriate levels of absurdity when Dave & Chris set up an impromptu panel talk show at a local eatery, using locals as cast & crew.





ASPIRATIONAL
SHAREABLE
ENVIABLE
BEHIND CLOTHED DOORS



TIMELINE & BUDGET

We'll aim to create a luxurious and elevating brand experience while balancing a tight budget. Directorial talent is not included, and the choice for well-known directors will be an additional budgetary consideration. Each episode can be delivered for \$50,000, with costs being distributed and amortized by producing more episodes. We'll need to factor in brand feedback and approvals to each stage based on that brand's internal processes.

Stage 1 (3-5 weeks)

The first key step is the initial casting & negotiation period. A casting producer will reach out to desired talent and discuss participation, storylines and cross promotion, if any. These negotiations can not be rushed, as the pairings are essential to creating candid conversations with creative people. At the end of this period we will have a list of potential participants and pairings. We'll utilize existing relationships between the brand and talent.

Stage 2 (2 weeks)

After talent approvals, Producers plan filming creative and logistics including loosely scripting the episode. Filming will take place at the end of this period, over the course of two days. The first day will unite the two subjects, the second dedicated to pick-ups and b-roll. Since spontaneity is key to Behind Closed Doors, crews will be flexible and creative on day two, responding to the events that unfolded the day before.

Stage 3 (2 weeks)

Footage is logged and producers create scripts. They work with skilled editors to create the strongest, most entertaining storyline possible for each pairing. Additional graphics and packaging is added and finalized.



1,080,277 views

604,000

Instagram followers

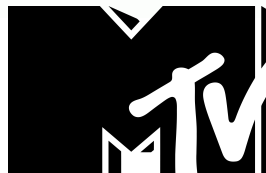
P
R
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HUFF
POST

VIBE
MAGAZINE

Harper's
BAZAAR



Behind Closed Doors will build a lasting, direct relationship with viewers, speaking to the audience more frequently and more cost effectively than going through a middleman. Each film will deeply resonate with viewers, starting social conversations about real-life moments. Through time and consistency brand endorsement and trust is established.



Janelle Monae: #GirlsCan Stay True to Themselves | COVERGIRL



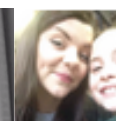
BeyGOOD Haiti



Lily Collins and Sam Claflin talk love and on-screen romance | NET-A-PORTER.COM



Thanks to their visibility across social media, celebrities and creative figures have never had greater influence on consumers. We'll match multiple celebrities to varying demographics within one campaign, and also select at least one celebrity per episode with a loyal following on Instagram, Twitter and web. Celebrity driven content is some of the most viewed and shared on Youtube. The strong story will increase the audience engagement and percentage viewed.



Cecily Cook 4 months ago

I think i just fell in love with this video. i've watched it 5 times now x

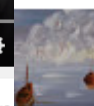
12



Gracelynn Chan 5 months ago

I KEEP WATCHING THIS

Reply · 1



Marie Croset 8 months ago

Ho my god... I just watch this clip five or six times and... Wow they are so cute together! Don't have seen Love Rosie yet (Hope it gonna come out in France 🙏) but this video convince me (more that I was) of The AMAZING talent of these two young actors! Wish them the best! ❤️

DIGITAL & INTERACTIVE INTEGRATION

A digital fitting room of Behind Closed Doors most iconic pieces could be offered to fans, allowing exports of images and even videos of the viewer modeling the clothing. This feature will draw additional digital traffic and create an amazing sharing opportunity. Who wouldn't want to share a video wearing Madonna's cone bra with their friends and family?



SOCIAL MEDIA ENGAGEMENT


Viewers will be able to submit suggestions for future closets to raid via social media, with a promoted hashtag, #ClothedDoors. Additional incentive to suggest future episodes is a contest to win a trip to the taping of a future episode. They can also use this hashtag to share their recreations of looks featured on the show.



FINAL THOUGHTS

Quite simply we'll be making a beautiful piece of thought-provoking entertainment, profiling personalities with great stories. The format is ripe for breaking new ground in how we talk about our world and ourselves. Clothing permeates every stage of our lives, from birth to death, we associate smells, life lessons and freeze frames with the clothing on our backs. It's only logical we use them as a vehicle to transport viewers on a journey Behind Clothed Doors. Emotionally charged, inspired and unpredictable, the closet is a venue for real talk worth hearing. Much like the meandering musings of Marc Maron on WTF, the provocative, stimulating reflections inside the closet will be enjoyed and shared by a diverse audience.



A woman with long blonde hair, wearing a blue sleeveless dress and high heels, stands in a large, well-lit walk-in closet. She is smiling and looking towards the camera. The closet is filled with various clothing items hanging on racks, including a long gold sequined dress on the left and a black dress with white floral patterns on the right. A large, ornate crystal chandelier hangs from the ceiling, casting a bright glow. In the background, there is a white vanity with a mirror and some decorative items. The overall atmosphere is elegant and sophisticated.

JENNI.SCHALK@GMAIL.COM
917.239.3660

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JENNI SCHALK