BEACH HOUSE
PICTURES

Behind any great design is a good story, well told

THE COLLECTION

Concept Outline

FASHION REALITY SHOW COMPARISONS

Format Points	Project Runway	Next in Fashion	24 Hr Catwalk	Project Catwalk
Genre	Reality Fashion Design Competition	Reality Fashion Design Competition	Reality Fashion Design Competition	Reality Fashion Design Competition
No. of seasons	18	1	1	3
No. of episodes/season	12-14 + specials	10	10	10
No. of contestants	13-16	18	4 every episode	12-13
No. of judges	3-4	2 judges + 2 hosts	3	2 +1 guest judge
Hosts	1	2	1	1

FORMAT ELEMENTS OF THESE SHOWS

- All shows are studio-based with very little exposure into the designers' backgrounds and their design philosophies.
- Designers are competing under unrealistic timelines and budgets.
- The shows follow a progressive elimination format to find the champion designer.
- Most of the shows end up being more producer-driven with the focus being on the chaos rather than the creative, design and execution process.
- Almost all the content and designs produced in these shows appeal only to design students and not to industry professionals.

OUR CORE CONCEPT

THE COLLECTION is a unique and unprecedented fashion design show inspired by emotive and inspiring premium fashion documentaries; the show takes the reality competition genre to the next level. Exceptional designers who have been "under the radar" are found in fashion hot spots all over the world, and eight of them showcase their talent, design philosophies and unique craftsmanship as they create their ultimate COLLECTION.

Working from their own home studios, the designers share their personal stories that inspire every look. Each designer is supported by a MENTOR who guides them through the "sweat and tears" they put in each creation. Every episode *opens* with a sneak-peek into the life of one of the mentors as they set up the theme and talk through *their* personal connection to it. Themes like love, childhood, faith, sadness, joy and triumph.

The outfits are judged by the BUYERS working under the LC banner. They judge each outfit using a set of criteria – Is it on trend or will it be? Is it a style people can wear, not a museum piece? Does it fit the USP of LC? Their points are all added to the leader-board and the designers are placed from top to bottom.

The three BUYERS can "reserve" a piece from any collection along the way and the piece that gets the most "reserves" at the end of the series will also get a showcase – a limited edition in LC stores.

For the for first time ever on a reality show there is no elimination, but inclusion of all creative minds and stories. Each designer puts together their collection of 12 looks by the end of the season.

All of the COLLECTIONS showcase at the SFW and the WINNER gets a once-in-a-lifetime opportunity courtesy LC.

UNIQUE TO MARKET

- For the first time in the history of reality television a show follows the format of High-Fashion documentaries that opens a window into the world of couture.
- Inspiring personal stories of fashion's iconic names anchor every episode intertwined with the stories of designers.
- Never before has a fashion reality show explored local artisans and craftsmen like in THE COLLECTION. Each designer takes the viewer into their world of colour, culture and art.
- As the viewers get emotionally invested in the stories of the mentors and the designers, they form a deep connection with each designer and their collection.
- The focus never shifts from the journey of creating the perfectly handsewn, exclusive, trendsetting outfits complete with handcrafted intricate embellishments and exceptional high-quality fabrics.
- The show will enhance LC's image as the final voice of authority in fashion being the curator of the finest brands and trendiest collections and establishes LC as a discovery platform that supports and builds extraordinary talent.

INTEGRATION OPTIONS
FOR OTHER BRANDS

OPTION 1

- Every episode has a new mentor – Couturier/ Fashion Icon/ Industry Mogul, each of them have a personal journey or design philosophy that matches the theme for the episode. This mentor will visit only one designer in each episode, that designer whose personal story around the theme of the episode is the most dramatic.
- Designers are based in their hometowns but brought into a Headquarter for briefings and critique.
- Headquarter is a luxury retail store with dressed up windows, lounging area and LED displays.
- In the Semi Final and/or in the Grand Final, a big fashion house comes onto the judging panel and offers a co-creation deal to be exclusively sold by LC. For example: "*Designer's name* for Gucci, available exclusively at LC"
- This Mega Brand will ultimately help build and launch The Winning Collection.

PROS

- Inspiring personal stories of fashion icons from different aspects of the fashion industry – designers, models, photographers, editors, influencers, celebrities, stylists.
- Invite mentors with stories that match the theme of the episode.
- Least brand heavy and more focus on the design and creative process of the designers.
- A coherent collection with one overarching theme from each designer with a story behind each look.
- Fashion bigwigs come in at the competition milestones to build an exclusive for LC.
- Stakes get higher for the designers as they all vie for a top spot on the leaderboard, to get an opportunity to work for the big fashion houses.

CONS

- Mentors visit only one designer in each episode
- Designers need to be flown into HQ once every episode.

OPTION 2

- Eight mentors in each episode, who are Creative Directors or Head Designers from luxury brands like Alexander McQueen, Alexander Wang, Valentino, Phillip Lim and others who have a close relationship with LC, stay on for the whole season.
- Each mentor chooses a designer from the pool of applicants who they guide and support through the season. They choose designers based on who they can best relate to in terms of design philosophy and/or their personal journeys. The mentors also visit the designers in their workshops every episode.
- Based in China with an International pool of designers.
- All designers are housed in one location with separate workshops designed to highlight their personalities but brought into the HQ for briefings and critique.
- Headquarter is a luxury retail store with dressed up windows, lounging area and LED displays.

PROS
- Allows an opportunity to dive deeper into the design philosophy of each brand and each designer with every episode.
- One mentor for each designer across the season.
- Viewers becomes invested in the journey of the mentor-mentee relationship with each episode.
- A coherent collection with one overarching theme from each designer with a story behind each look.

CONS
- Too many brands will dilute the integrity of the show.
- Personality of the brands will cast a shadow on the mentee's personality.

OPTION 3

- Every episode has one new mentor from a luxury brand.
- The mentor briefs the aspiring designers on the theme and expectations for the episode. The mentor also visits each designer in their workshops in every episode.
- Every episode the mentor chooses one design that becomes part of the "Mentor's Pick Collector's Edition" in the LC stores, at the end of the series.
- Based in China with an international pool of designers.
- All designers are housed in one location with separate workspaces designed to highlight their personalities but brought into the HQ for briefings and critique.
- Headquarter is a luxury retail store with dressed up windows, lounging area and LED displays.

PROS	CONS
• Explore one big Fashion House every week through the guest mentor • Each designer gets to learn from every mentor. • Designers may on occasion have to get out of their comfort zone and deliver on a brief which contradicts their personal style.	• More visibility for partnering brands • The final collection of the designers will have multiple messaging, with briefs from different brands each episode muddling the pool.

ALTERNATIVE OPTION FOR BRAND INTEGRATION

An alternative approach from integrating the brands within the episode itself is to have an original digital series using the contestants from THE COLLECTION.

The digital series could be short films showing the contestants working with a brand/designer partner to produce a limited-edition piece for that brand.

This could also offer up branded inventory space for THE COLLECTION for sponsors.