

# Fashion One Correspondent (Benelux)

Challenge breakdowns

# 1st Challenge episode #2

## 'Spiel and Appeal' - Location: 'Fashion One HQ'

Now that the Final candidates have been selected, it is time for them to experience their first 'Judgement day'. They are put in front of the panel of judges for the first time:

**First impressions are crucial and the pressure is on to impress and show they have what it takes to be in this competition.**

**Their initial challenge** is to perform a mock correspondence report '**The Spiel**' that they have personally written in front of the judges and other contestants.

- Judges will take notes on their presentation, their overall delivery and charisma.
- Are the girls prepared?
- One of the girls is so obviously nervous, another is very confident but has poor fashion.

**Their second challenge is "The Appeal"**

Each contestant gives their "Appeal". This is an opportunity to show how driven and passionate they are. How badly do they want this?

What sets them apart from the rest of the candidates?

Savvy Judges then put them on the spot by posing one question to each contestant relating to their appeal - this tests their ability to think on their feet.

### **The deliberation:**

The contestants are asked to leave the room while the judges compare notes about each and chat amongst themselves.

- Who if any is the standout?
- Will the competition be fierce?
- Who is the contestant with raw talent and potential but has a lot of work to do to improve and reach the standard they are looking for?

**Feedback: Each contestant is placed on the 'hot spot' and given their feedback in front of everyone, can they handle constructive criticism?**

- The most confident contestant starts with a glowing report as their ego rises their smug expression turns in an instant when they are criticized for their fashion sense.
- A contestant who wants this so badly is crushed and cannot handle the criticism, bringing them to tears.

The host informs contestants that in order to be in this industry you need to be thick skinned, you must be able to take constructive criticism on board, this is how you grow and improve! We are trying to find the right fit for fashion one, if you can't handle this you need to seriously consider your place in this competition.



## 2nd Challenge episode #3 'Industry knowledge'

### Location (minor challenge) 'Wagram Luxury' in Knokke

**Minor Challenge** 'Know your Industry" Challenge.

It is vital that a Fashion One Correspondent has a vast industry knowledge & situational awareness. Contestants are asked to load into van to meet host for the challenge, driving the van is Top Belgian model Elise Crombez. Do they twig? Are they on?

Contestants arrive at the location for challenge: Wagram Luxury <http://www.wagramluxury.be/index.html>

DO THEY THINK THEY KNOW THEIR INDUSTRY? (of course they say yes) then Elise is revealed. The contestants are embarrassed, deflated they begin the challenge.

Imka Woestyne owner of Wagram Luxury initiates a pop quiz on 'who's who & what's what of the Benelux fashion Industry and history" Who are the designers showcased at Wagram Luxury? Who are 'The Antwerp Six'

This tests their knowledge on the spot:

- Some of the contestants are bound to have lied about their knowledge of the industry and will fail when answering just about **every question**.
- A contestant is caught cheating by searching for answers on their I-Phone - Dirty tactics!
- A contestant gets the name of the brand wrong and says that the Red Valentino is Yves Saint Laurent when the answer is right in front of them - Blonde moment!

We find out from Imka how she feels the contestants went based on who has the knowledge to win the position.

# 3rd Challenge episode #3: Coccodrillo for Verso event

## 'Report a live event'

### Act Two – Major challenge 'Report a live event' (September 15th Verso)

Contestants are given a camera operator and asked to produce a 2-3 minute report on the Coccodrillo for Verso event (September 15th) <http://wear-global-network.com/news/readmore/1274>

They have 30mins from when they arrive at the venue to complete the challenge.

This is a big challenge for our contestants and reveals who is ready to be a correspondent,

The challenge tests not only their event reporting skills and how they work under pressure with a small time frame but also how effective their communication is with their assigned camera operator.

- The camera operator is advised to not inform the contestants of issues if they have not remembered to check that everything is working themselves.
- One of the contestants forgets to check their mic is on and misses the whole report DISASTER IN THE MAKING.
- One of the contestants begins their report without checking that the camera is rolling so the intro line is cut off.
- One of the contestants chooses a location that does not even have the event or anything related as the backdrop.
- A contestant backs out claiming they are too sick too shoot, but later are seen partying at the event, is it revealed that they were too nervous, can they hack it? Or are they just lazy?



## 4th Challenge episode #4: 'Sticky situation'

The contestants are informed they will be interviewing the most famous fashionista journalist and owner of Belmodo TV 'Tiany Kiriloff' <http://belmodo.tv/>

What they do not know is that to test their skills in a difficult interview situation Tiany has been informed to do three difficult, off putting and challenging tactics to test their interviewing skills.

- 1. Use her cell phone and not pay attention during a question. (Will the contestant be able to regain her attention, one of the contestant comments on the fashionable charm on Tiany's cell, bringing the focus back)
- 2. Interrupt them by pointing out things they should be doing, eg how to hold the microphone, fixing their posture, fix their hair, fix their make-up - pointing out a smudge on their face or food in their teeth. (One of the contestants is flustered by this and cannot regain her composure, embarrassed she walks off set)
- 3. Turning questions around on them so she starts asking them the same questions. (One of the contestants manages to turn it back to Tiany while others get caught up in answering her questions and becomes the interview subject!)

Will they manage to turn it into a useable interview despite the difficulties? Can they pull it off?  
What is their natural instinct - fight or flight?

# 5th Challenge episode #4: 'Street style' Location - Amsterdam

This challenge will take place in up and coming fashion capital Amsterdam where they will be covering the Vogue Fashion Night out event.

This challenge takes place during the day on the bustling streets "Street Style"

**The contestants have 15 minutes to stop and interview people and discuss their style/fashion, they must secure at least one interview (the more the better!)**

In this challenge the host will be overseeing and coaching the contestants to see how they go in their approach when dealing with the unassuming public.

- One of the least confident contestants has a hard time engaging people, and cannot handle the rejection well - everyone else is getting their interviews done - will they find someone in time?
- A contestant becomes stuck with an over friendly person who is making them feel awkward, how do they handle the situation, are they able to remain professional and get out of the interview ASAP
- A contestant decides to attract attention by shouting above everyone to come over for an interview, does this overly confident tactic work in their favour? Or make them look ridiculous.
- One of the cheeky contestants approaches a group of people that a weaker candidate has stopped and steals them for their own. This causes a huge fight between the contestants and the others comment on whose side they are on.



# 6th Challenge episode #5 "Beyond the Velvet Rope"

## Location: Vogue Fashion Night Out (Sep 13th)

### Major Challenge- Beyond the Velvet Rope

Contestants are asked to produce a 2-3 minute report at this A list high profile event either on the red carpet or inside.

**They must gain access & get the story!** This report will allow the contestants to highlight something unique or a character profile from the event. In order to do this they must be a savvy networker and have industry knowledge, It will test their reporting & networking skills, plus test their drive to win!

- One of the contestants knows absolutely know one at the event, and keeps getting the pronunciation of names wrong.
- Another contestant is drinking at the bar! Is this networking? or too busy having a good time... what will the judges say about this?
- A contestant is well connected at the event and seems to know everyone, this gained them exclusive access to interview an attending celebrity, however their reporting skills are lacking for the interview.



Final challenge: TBA