

CORRESPONDENT SEARCH



BENELUX

Fashion One Correspondent Search



Fashion One Correspondent Search is a six episode reality-based competition series shot on location amongst the most happening fashion scenes throughout Benelux.

Global fashion network Fashion One will scour the Benelux region in search of the perfect fashion correspondent to represent all things fashion between Belgium, the Netherlands and Luxembourg.

One lucky candidate exists amongst a population near 30,000,000 - Who will win the title and take on the glory as the Benelux Fashion One Correspondent?

The winner will receive a one-year contract with Fashion One to represent the channel in Benelux.

The show seeks to develop each of the potential talents into a perfect match for Fashion One. Following a combination of in-the-field workshops with host, and challenges to test their reporting skills.

A fashion correspondent is not only a pretty face - but someone who possesses style and confidence when delivering the story and gaining exclusive access.

Episode 1



Our host, Adam Child welcomes our viewers and explains that this show will be about 5 fashionista's who are competing against each other to become the new Fashion One Correspondent for the Benelux.

Following is the open auditions mixed with shots of the Benelux scenery. We see the good, the bad and the ugly moments of these 1st auditions

The triplet of judges is introduced:

- What does fashion mean to them?
- What is their specialty in the field of fashion?
- What are they looking for in the contestants? etc...

The top 10 contestants from the auditions are introduced. They each perform a mock correspondence report, "The Spiel", that they have personally written. The contestants are judged on presentation & delivery. Contestants then give their "Appeal". Their Appeal is an opportunity to show how passionate they are, if they have "it" or the "X" factor. What sets them apart from the rest of the candidates? Savvy Judges then pose one question to each contestant relating to their appeal - Can they think on their feet?

The judges eliminate half of the batch and we are left with 5 contestants. (Judging set in former Royal Palace on 'De Meir')



Episode 2



The host introduces episode 2. Let the games begin...

Minor challenge : "Obstacle Course"

Our contestants will have to show they can keep control over their nerves while they're interviewing by avoiding obstacles. An exciting and "dangerous" course awaits their high heels as they weave around the Castle garden performing an interview.

Short Lesson: Contestants are introduced to their camera operator and are given pointers on how to achieve a high production value look.

Major challenge : " Report a live event "

Contestants are given a camera operator and asked to produce a 2-3 minute report on the Miele Fashion Show. They have 30 min. from when they arrive at the venue to complete the challenge. This 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.

Judging: The judges comment on contestants performance and tell them they better shape up because next time somebody will be eliminated.

Episode 3



Host introduces episode 3...Somebody's going home tonight!

Minor challenge : "Industry Knowledge"

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 location, given challenge and asked if they **REALLY THINK THEY KNOW THEIR INDUSTRY?** (of course they say yes) then Elise is revealed, deflated they begin the challenge. A pop quiz on 'who's who's & what's what of the Benelux fashion Industry and history" as they walk through the exciting fashion district of beachside Knokke.

Fashion Museum Evergreen: The contestants spend some time together at the museum discussing their differences in opinions and styles.

Major challenge : "Your Backyard"

Contestants are given a camera operator and asked to produce a 2-3 minute report on something exciting in Antwerp. This will display character and show whether or not the contestant is hip with this fashion capital.

Judgement Day: Judges review the major challenge and also bring up points covered in the previous episode. They eliminate one contestant.

Episode 4



Host introduces episode 4...style on the road.

Minor challenge : "Street Style"

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.

Amsterdam Evergreen: our contestants are hanging out with the co-host, shopping for what they will wear for the major challenge. This gives us a sense of how they will behave in the next challenge.

Major challenge : "Red Carpet Duet"

Our contestants team up 2 by 2 to produce a report at this A list high profile (Vogue Fashion Night Out).

The kick is they have to perform with another contestant.

This report will challenge the contestants to share the screen and behave respectfully toward each other.

Judging: Judges note the behavior of the contestants and say that they better shape up because next time somebody is going home.

Episode 5



Host introduces episode 5. Playtime is over!

Minor challenge : "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 Tianys cell, bringing the focus back)**
- 2. Interrupt them by pointing out things they should be doing.**
- 3. Turning questions around on them so she starts asking them the same questions.**

Will they manage to turn it into a useable interview despite the difficulties? Can they pull it off?

Evergreen with a photographer. Just the girls having some fun.

Major challenge : "Get the Scoop"

The contestants have to search for a fashion scoop (happening now) and try to make an interesting report on it. Will they make it happen?

Judging, one of the remaining four has got to go home.

Episode 6



Host introduces episode 6: Who will be the next Fashion One Correspondent?

Season review: Footage from earlier in the season plays as the contestants speak candidly about their experience so far.

Dinner Evergreen: The contestants have dinner and champagne together at a classy lounge shaped like a champagne glass. Do they get along? Are they feeling incredibly competitive? Is there leftover drama?

Final challenge : Live report in front of the judges, they only get one shot to convince the professionals they deserve to win!

-THE MECHANICS OF THIS STILL NEED TO BE CONFIRMED, BUT IT WILL BE FOCUSING ON THE LIVE ELEMENT OF THE CHALLENGE & EACH CONTESTANTS WEAKNESS OVER THE COURSE OF THE SHOW.

Final judging. The judges discuss everything the girls have been through and hold onto our anxiety until they finally announce the winner!

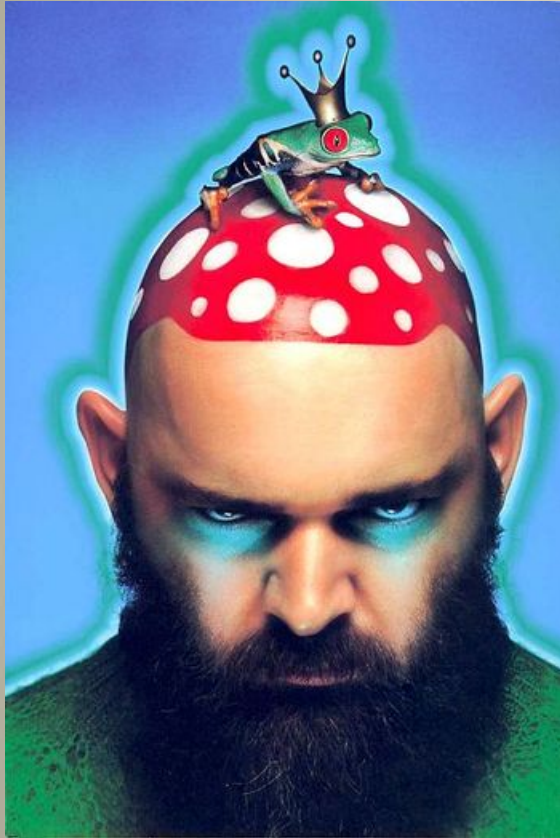
Additional Challenges



Generating Story Ideas

- Testing their ability to build a story just from a few facts and then reporting in a walk & talk style PTC.
- Giving the girls a set of wild and bizarre facts only, they must produce a 2 min walk and talk, PTC within 30 min of receiving the information.
- EG- Designer ABCD, new collection for S/S 2013 is focusing on the use of LED lights, cotton candy & inspired by Lego. – totally wacky!

Additional Challenges



•Extreme/Ethical Fashion Interview

•Testing the contestants threshold & limits

•Have them to interview or report on something in fashion that pushes the boundaries either ethically or is just plain gross. eg- guinea pig hair combs! or rotting meat dresses etc.

•Making sure that the designer being interviewed really involves the girls in the interview by placing the meat, hair comb etc. on contestants causing them to either play it cool or freak out!

•We could mock up a designer for this, getting someone with flair & the gift of the gab to pose as one very avant garde designer for this challenge.