



FashionOne

CORRESPONDENT

SEARCH

CHINA

Fashion One Correspondent Search...Not Just a Pretty Face



- Fashion One Correspondent Search is a six episode reality-based competition series produced by global fashion network, Fashion One. Shot on location in France amongst the glamorous Paris Fashion Week!
- The show's mission is to find the perfect fashion correspondent, someone who demonstrates they have the knowledge, drive and TV presence to represent the Paris & European fashion scene to China.
- The winner, announced at the final show, will receive a one-year contract with Fashion One based out of Paris & will represent the Fashion Capitals through out Europe to the Chinese audience
- The show seeks to develop each of the potential talents into a perfect match for Fashion One. The series is combination of in-the-field workshops with host ?????, and challenges to test their reporting skills.
- A fashion correspondent is not just a pretty face - it's someone who can get the exclusive access and deliver the story with style and confidence.

Episode #1 - Open Casting Call, “One Shot!”



- Throughout China's most happening venues, Fashion One Correspondent hopefuls will have one chance to impress and stand out amongst all others.
- Each contestant will choose a short script to perform, handed a Fashion one microphone, and told to look directly into the lens, then give it their best shot!
- Fashion One talent scouts will be on site to record their performance
- Following the open casting, Fashion One executives will review the audition submissions and invite 10 contestants for a call back.
- 10 contestants are given a callback and an opportunity to talk their way into being one of the 4 finalists that will fly to France & continue on in the competition to become the Fashion One Correspondent.

Episode #2 - Paris, “Spiel & Appeal”



- Act One – Reveal 4 Finalists & Profiles. Host, ??? announces the 4 finalists that will compete over the next four episodes in hopes of becoming the Fashion One Correspondent.
- Host gives intro of France & it's iconic Fashion Scene.
Show contestant profiles to introduce the finalists to the viewers. Contestants settle in to house
- Act Two – The Spiel
- Finalists arrive in Paris. Meet by host?? Host, briefs on what upcoming weeks hold.
- Informs/stresses to contestants that a top correspondent is “always on”, chasing the next story, knowing their industry & who's who. Intro 3 judges
- Contestants each perform a mock correspondence report, “The Spiel”, that they have personally written. Given to judges & host in presence of other contestants
- Act Three – “The Appeal”
- 4 contestants give their “Appeal”. Their Appeal is an opportunity to show how passionate they are, if they have the “it” or “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?

Episode #3 - “Night on the Town”



- **Act One** –Features opportunity for Host ?? to work with the contestants.
- Also the contestants are given an opportunity to perform in front of each other in order to gain critical analysis from their peers.
- **Minor Challenge** ‘Know you Industry’ Challenge.
- Contestants are tested on industry knowledge & situational awareness.
- Contestants are asked to load into van to meet host for the challenge, driving the van is Top Parisian Model Adrien Sahores (D & G etc). -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 Adrien is revealed, deflated they being the challenge. A pop quiz of the ‘who’s who’s & what’s what of Paris Industry’. (Also playing on the cultural differences with China & Paris specifically with the well known & highly “knocked off” brand “Louis Vuitton’ -As the Chinese generally don’t know much about this & just sport the bags as a fashion/status symbol, not a reflection of their own personal style or preference- quite contrary to Paris.
- Workshop: Host will be active in helping the contestants improve.
- **Act Two** – Major challenge, Location: 4 fashionable/hip night clubs
Contestants are asked to report on a club & event, all clearances & releases have been collected. Contestants are given a camera operator & produce a 2-3 minute report.
- The cameras will be there to capture all the behind-the-scenes action to show how they did. They have 30mins from when they arrive at the venue to complete the challenge. Did they turn their mics on?
- **Act Three** – “Judgment Day”
- Host and judges critique the contestants on the major challenge efforts.
- Prior to offering their opinions & advice, host will show the contestants a small clip of their major challenge.
- Girls night out - we follow the contestants on a well deserved night out!

Episode #4 – “Get the Story!”



- **Act One** -This act features an opportunity for host to work with the contestants.
- **Minor Challenge:** Street Style – approach unassuming people at Paris Fashion Week and discuss what their style and what they're wearing.
- Workshop: Host will participate and be active in helping each of the contestants improve.
- **Act Two**-“Difficult Designer”. **Major Challenge:** Get the Story.
- “Difficult Designer”- have all contestants interview the same 1 designer. This designer is organized to give a “difficult” interview. Giving one word answers or refusing to answer the question, trying to cut the interview short, throwing questions back at the contestants etc. The contestants would be given a mandatory set of questions to ask, the designer briefed to give standard difficult answers.
- This would test how the contestants think on their feet amongst unfolding disaster, (which in the real world could be live to air). Who will be able to steer the interview back on track & tame the designer to give them what they want. They have 45 mins from arrival at venue to “Get the story”.
- **Act Three** – “Judgment Day”
- Host & Judges critique the contestants on the major challenge efforts. Prior to offering their opinions and advice, host will show the contestants a small clip of their major challenge.
- Girls have dinner with Fashion One CEO & Chairman – lets see who plays up!

Episode #5-“Beyond the Velvet Rope”



- **Act One – Workshop/Minor Challenge**
- Challenge: “Mind Your manners”
- The Chinese also generally have very bad manners so to test these in a public situation would also be interesting, they would have to ride the fine line between rude and “getting the story” - would anyone go to far in a very etiquette driven place such as Paris. So a challenge that would test this such as a uppity model that has to be interviewed or a model that chastises their sense of fashion/style on camera would be a interesting test of character & professionalism.
- **Act Two Major Challenge- Beyond the Velvet Rope**
- Location: 4 x A - list events.



- Contestants are asked to producer a report from an A list high profile event, either on the red carpet or inside the event. They must gain access & get the story! This report will allow the contestants to highlight something unique or someone from the event. It will test their reporting & networking skills, plus test their drive to win! Contestants have a camera operator & asked to produce a 2-3 minute report. The show will be there to capture all the behind-the-scenes action to show how they did.

Act Three – “Judgment Day” Host & judges critique the contestants on the major challenge efforts. Prior to offering their opinions and advice, Host will show the contestants a small clip of their major challenge.

Episode #6 - “Fashion Show Finale” One-hour special!



- Using an internally Fashion One produced fashion show as the backdrop for the finale, the contestants will each cover the event live in front of our judges & fashion show attendees. 4 designers that were featured in episode 4 will return & have their collections showcased on the catwalk.
- **Act One - Open Challenge:** Contestants give an “Open” to the Fashion Show/event to the judges and the audience. As if a live to air report.
- **Act Two – Fashion Show part one**
- **Challenge:** Report behind-the-scenes/backstage and give play-by-play of the Fashion Show for the designer they interviewed in Episode 4.
- **Act Three - Fashion Show part two**
- **Challenge:** Create a 1 min vox pop from audience
- **Act Four - Fashion Show Wrap Up/Close Challenge:** Contestants will present a wrap-up of the Fashion Show.
- **Act Five – Final 2 Contestants Announced**
- Judges give critical feedback on tonight’s performances. 2 finalists are revealed.
- **Act Six – Who nailed it?** Each of the finalists has their full body of work reviewed by judges.
- Host announces the winner!
- Host hands winner the Fashionone mic
- Winner closes the show with her first “official” report as the Chinese Fashionone Correspondent”

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 2min walk and talk, PTC within 30mins 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 guard designer for this challenge.



Additional Challenges



- **Fast Fashion Challenge**
- 60 seconds on the clock
- 10 fashion questions are asked to each contestant (in isolation from each other)
- Whom ever can answer the most correct gets a super spa treatment or dinner at one of France's top restaurants.
- **Farm to Fashion**
Playing on the cultural differences of the Chinese to the European, we take the contestants to an Alpaca or farm. We give them 30min to generate a story regarding the animals and how there are used in fashion (the Alpaca wool is highly regarded, the leather from the alligators etc

