

STYLISH PLUS



The slim woman image, which the fashion world and social life dictated for years, is swiftly becoming obsolete. Being thin and slim is not as important as before, in fact, the fashion world is giving up on women who are as skinny as skeletons and tending more towards curvy women with more realistic sizes. Being beautiful is no longer affiliated with being slim. Instead it is affiliated with being healthy, being at peace with oneself and being hale and hearty.

Genre:
Fashion / Reality

Duration:
Daily, Daytime



STYLISH PLUS

*Stylish
Plus*



World's giant fashion brands stopped using models who are skinny, spick and span and started using shorter, curved and roman nosed models in their campaigns. They sometimes even used women with certain physical irregularities as the face of their campaigns. Under this change lies this subtext: 'Love yourself, be the best of who you are and do not change for anyone else.' Our format comes into play right at this point.

STYLISH PLUS is different from all other shows with fashion format that had been aired on TV. It is a format in which curvy, overweight, over-sized women compete. The objective is not to make them lose weight or urge them to get plastic surgery. On the contrary, the objective is to support them, encourage them to be the best as they are with their current size and weight. A woman who is well-groomed, a woman who cares about her attire and personal grooming and has self-confidence can never be ugly as long as she wants it, as long as she believes in herself and has the ambition to learn more.

In this format which will be aired on weekdays, seven women, all oversized and fleshy will compete to be the best contestant who expresses herself in the best way in fashion. These seven, vibrant and self-confident contestants will compete in this tight race to appeal to the judges and prove their claim that 'They may be overweight, but they know fashion the best!'. The contestants will sweat in front of the four judges, who are all famous and successful in fashion business, to get the highest score. The objective of this format is also to improve these contestant's fashion sense and taste while also educating them. In line with this objective, everyday one successful expert will visit the house the contestants live in and where the show is filmed. The experts will not dictate the contestants on any specific subjects and will only share their knowledge and experiences with the contestants in a pleasant and natural atmosphere. The experts will focus on various subjects including, how we

must dress according to our body shape, which colors best suit which colors, points to take into consideration when accessorizing, tips on choosing the right shoes, the right make-up that will match our skin and hair color, healthy eating, etc. This way, both the contestants and the viewers will be informed.



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The contestants will do shopping every day based on the clothing concept determined by the judges. At the end of the day, the contestants will be evaluated by the judges. On the elimination day, which is Friday, the judges will give their scores on a higher range. For instance, in the weekdays the contestants will be scored on a range from 1 to 5, and on Friday they will be scored on a range from 1 to 10.

Every day, the contestants will go shopping in different neighborhoods and in the two hours given, they will have to find the most suitable clothes, shoes and accessories based on the determined concept. The score of the contestant who cannot complete her shopping in the given time will be lowered. When the concept is evening dress, their budgets will be 750 TL. For other concepts, the budget will be 500 TL.

When their shopping adventure will be over and they return to the house, this time the contestants will get ready for hair and makeup matching the

concept. A professional team of hair stylists and makeup artists will be ready for the contestants. After the last touches in the backstage, the contestants will be ready to hit the catwalk.

The contestants will criticize their competition as she walks on the catwalk in front of the judges. Every day, during the final, each contestant will walk on the catwalk one by one and then return to their seats. The heated arguments, conversations and comments will continue at this stage, as well.

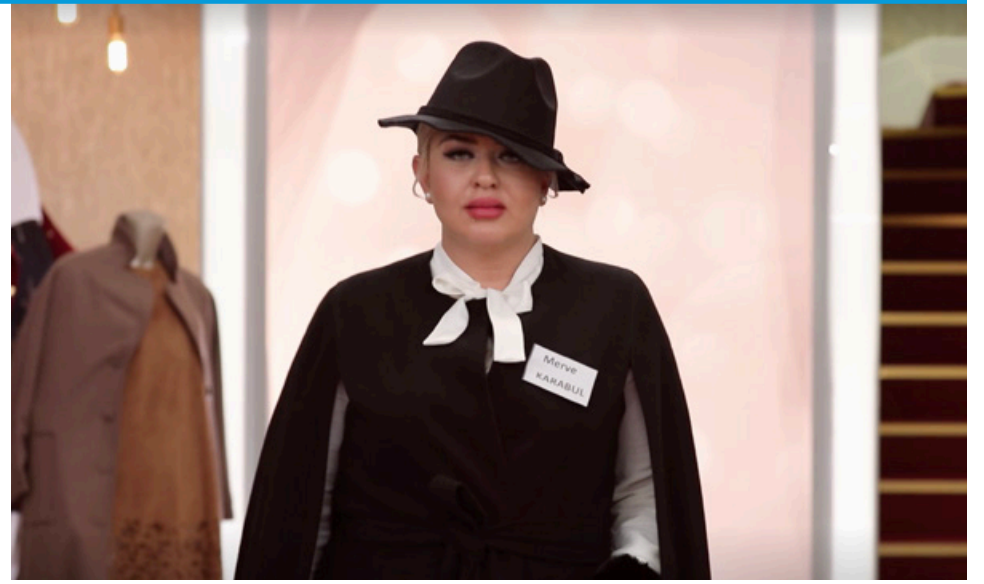
The show is very suitable for product placement and sponsorships. Especially the special concept fashion shows that are planned to take place three days a week are very useful in terms of rating and financial gain.

“The show’s motto is “No matter how you look, you should have a posture, a smile, charisma. This will be enough for you.” With the show’s positive point of view, overweight women will no longer be unhappy women.



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