

## SHOW: IF THE SHOE FITS

CREATED BY: New Chapter Entertainment

WGAW REGISTRATION: 1661864

LOGLINE: *Every amazing outfit starts with a fabulous pair of shoes.*

This digital series suspends the belief that shoes are solely functional and celebrates a woman's personal style statement starting with her shoes.



## THE CONCEPT

New Chapter Entertainment will collaborate with *Marie Claire* and help bring their Shoes First campaign to an interactive audience.

## THE DETAILS

A simple and fun closet full of shoes will serve as the show's set and home base. Each 4-minute episode will begin with our fun and energetic host on the set as she introduces that episode's shoe-frenzy topic. Some episodes (examples below) could take place on the set or on the street, but all episodes will embrace the fact that a women's wardrobe, confidence and personality begins with her shoes.



## THE HOST

**Zanna Roberts Rassi** is the perfect candidate for the job. Zanna is an award-winning fashion and beauty journalist, world-renowned stylist and television host from England who has made her home and career in New York City as *Marie Claire*'s Senior Fashion Editor. Zanna's fun and outrageous personality will compliment the mission of the Shoes First campaign.

## EPISODE EXAMPLES

### THE SHOE CREW

The Shoe Crew will be the name of the fans and social media community built around *If the Shoe Fits*. Every week The Shoe Crew may be offered a challenge or contest. In one episode The Shoe Crew will be asked, "What shoes are trending in your city?" Shoe Crew members will submit videos from all around the country proving that a specific shoe is all the rage in Phoenix, San Francisco, New York, etc. A winner with the best video will receive a free pair of shoes and goodie bag from the *Marie Claire* closet.



### SHOE SCHOOL

This episode will feature practical advice for shoe care. From storage, proper cleaning techniques, training to walk in specific heel types, how to work out scuffs, and any other practical advice that the *Marie Claire* experts have for The Shoe Crew.

### FINDING THE SHOE IN YOU

This episode will send the host, *Marie Claire* fashion editors and a camera crew to major city in an unmarked van. The host will stop every day fashionistas on the street whose shoes just don't quite match their otherwise stunning ensemble and simply ask them to describe themselves. Based on each fashionista's self-image, the *Marie Claire* team will reveal that inside of the van is a closet full of shoes. The lucky fashionistas will be given a free pair of shoes that fits her personality the best!



### SHOES FIRST!

The host will give her best advice on how to build an outfit from the shoes up. Have an important meeting? Going clubbing? Have a big date? Don't put a thing on until you've picked the right pair of shoes! A guest expert might be brought in for this episode, to help our host match the right outfit for the perfect shoe.

## PRIMAL URGE

This episode will feature all things that are outrageous about shoes. Whether it's an obscure design, unique print, unreasonably high prices, or unbelievable steals, the host will riff on the sometimes-extreme options in the shoe world.

## RAID MY CLOSET

Three lucky winners from The Shoe Crew social media community will be flown in to the *Marie Claire* headquarters to compete in this game show episode. Each contestant will show up wearing a specific outfit (i.e. a red dress). Once on the *If the Shoe Fits* stage the host will give them a scenario (i.e. a hot date) and they will have ten minutes (time lapsed) to find the perfect pair of shoes to go with the outfit and scenario. The winner, chosen by the host, will win the pair of shoes and a bag of goodies from the *Marie Claire* closet!

## S&M – SHOES AND MEN

The host will wander the streets of New York asking men, "What kind of shoes do you like women in?" The host will take this opportunity to expose some of her comedic skills and give the men she encounters a hard time.

## SOLE MATES

If a shoe were a celebrity, who would it be? Similar in style to *The Soup* and *Tosh.0*, this episode will feature the host making lighthearted jokes about shoes and their celebrity counterparts.

## WORKIN' IT

Which pair of shoes will help you kick ass at work? Our host, aided by some of the top *Marie Claire* stylists and designers, will break down the secrets to help The Shoe Crew become the office fashion leader. Inspiration (and possible special guests) for this episode will also come from the @Work Magazine.

## STOREGASM

The host will call on the country's leading fashion bloggers and ask them to submit videos showing off the best shoe boutiques across the nation. Who has the best prices the biggest selection? Knock-offs: beware! There's no faking it in this episode.

