

# SAVE MY STYLE



## Save My Style – Find your style, look beautiful

In “Save My Style”, fashion bloggers create a new looks for women as they chase a \$10,000 prize, revitalizing wardrobes, passing judgement on their rivals and avoid elimination from the contest each week.

**Genre:**  
Fashion / Reality Show

**Duration:**  
Daily, Daytime



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The fashion reality show format itself gets a makeover in the entertaining contest “Save My Style”, where five bloggers restyle women in a battle for a \$10,000 cash prize. Each day, a contestant creates a new look for the woman they are paired with, touring her house, getting to know her tastes and revitalizing her wardrobe.

Firstly, the woman receiving the makeover will choose which contestant to work with. Each contestant has one minute to explain the style they propose and what changes they will make to her wardrobe. The woman then chooses who to work with and the clock starts ticking.

Parked outside the house is a “Beauty Truck” containing a tailor, hair stylist and makeup artist, along with outfit alternatives that the contestant brought to capture the woman’s style. They have a limited time of four hours and a shopping budget of \$3,000.



The day’s contestant first asks the woman to show how she wears her outfits for work, for shopping, or for a special occasion. Putting aside clothes which don’t suit her and those which are out of fashion, the contestant also decides which clothes need altering.

The contestant and the woman now visit the Beauty Truck and the contestant explains what the tailor must do. An element of discord is injected as the woman’s family, along with the tailor, hair stylist and makeup artist, are asked to comment on the changes proposed by the contestant.

Contestants must alter three pieces from the women’s wardrobe and select a couple of items from the truck. The contestant and the woman then go shopping, where they will at times strongly disagree. The woman returns to the truck and the hairstylist and makeup artist get to work.





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The contestant then enters the house and chooses clothing combinations for the woman to wear as the scene is set for the show's finale. The other contestants are brought inside to pass judgement on the wardrobe changes and the three outfits. The woman returns to the house and parades before them and the scoring segment begins as the audience sees the before and after footage.

The other four contestants give scores on a scale of 1 to 5 and comment on the day's contestant. The woman then gives a score out of 10, which she does not announce in front of the others. At the end of the week, the contestant with the lowest score is eliminated.

The following week a new contestant joins the show and the five of them again prepare to impress the next five women seeking a makeover. With prestige and a big cash prize to play for, the competition between the contestants makes for an entertaining and thrilling show.





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