

STAR QUEENS



Star Queens – Here come the celebrity showstoppers

Ten celebrities are transformed into drag queens and perform hit songs on stage in “Star Queens”, a fun contest designed to fascinate all generations curious to see which star will triumph with their flamboyant new look.

Genre:
Reality / Singing Show

Duration:
Weekly, Prime Time



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Ten celebrities are transformed into drag queens and perform hit songs on stage in “Star Queens”, a fun and fascinating contest designed to entertain all the family. It will also satisfy viewers’ curiosity as they see which star triumphs with their flamboyant new look.

Professional drag queens coach each of the 10 celebrities as they prepare to take part in the show. Their goal is to give the best performance on stage in front of a jury of three celebrities judges. They will be marked on the song they choose, their costume, make-up, attitude, choreography, lip-syncing and humor.

“Star Queens” is an innovative addition to the entertainment sector, tapping into an age-old fascination for the genre. The format aims to build on the popularity of shows like “Dancing with the Stars”, fusing the appeal of celebrity performances with the traditional popularity of drag queens in a fun and entertaining mix.

Drag queens have long exuded mystique and charm in the popular imagination, entertaining audiences of all ages. Transforming the images of well-known figures is an idea designed to trigger the curiosity of audiences looking for new, original entertainment.

Key to the appeal of the show will be the gradual build-up to the performances on stage, capturing the scale of the challenge in turning the celebrities into their flamboyant, larger-than-life stage personas. Their performances will be designed to amaze, amuse and entertain.

Video clips before the performances will show each celebrity’s preparations with their coach. Together, they will choose an entertaining song, a stunning costume and striking make-up. They will also work together on their performance, choreography and lip-sync training as they prepare to go on stage.



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At the end of each performance, the celebrity is judged by the jury, which will award points, not just on the basis of their costume's originality, the quality of the choreography and the lip-syncing, but also on the celebrity's stage presence and sense of humor in carrying off the act.

At the end of each episode, the contestant with the lowest score is eliminated and leaves the competition. As the viewers become familiar with the new look of the celebrities and pick out their favorites, the series advances towards a finale to identify the overall winner.

The show marks an evolution of the drag queen as an integral part of the modern entertainment sector. The format will enhance the potential of the field as an outlet for modern, funny and fashionable artists in a rapidly changing world of showbusiness.

"Drag Queens" aims to tease out of the contestants their most beautiful, festive, exuberant, funny, positive and colorful characteristics. Their world and their attitudes are the perfect ingredients for a spectacular show to entertain the whole family.



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