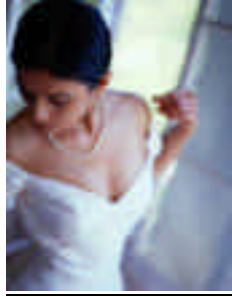


# Planet of Style



The new show that explores  
the world of nature  
through the world of fashion:  
*Wild Kingdom* meets *Wild On*

## Explore our "Planet of Style":



- Pearl encrusted strands adorn the plunging necklines of the fashion elite.
- Pearl divers plunge without air tanks or masks a hundred feet into crystal blue depths seeking giant oysters.



- Fashion designers wrap their models in feather boas to arrest the eye. When Animals Attract!
- Tropical birds puff their feathers to attract a mate.



- Exaggerated fur collars on hip-hop style pimp coats say, "Back off, I'm the mackest."
- The lion's mane warns other males to back off, "I'm the strongest".



- A statuesque model strides towards the camera in a silk gown.
- We explore the silkworm's tropical journey from egg to caterpillar to silk-wrapped cocoon.



- In the glittery heyday of Disco, puka shell necklaces were de rigeur, and fetched top dollar.
- On the sandy bottom of the Pacific, we meet the rare creature whose shell becomes the puka.

## THE CONCEPT: Fashion plus Nature

Fashion. It doesn't come from New York or Milan or Paris. It comes from the planet we live on. Whether we're imitating animal markings, digging gems from the ground, or dyeing fabric with berry juice, we are taking fashion tips directly from their true source: the Earth.

Why not take two of the most popular topics on cable and combine them into one series? This is **Planet of Style**. More thought-provoking than fashion-only "The History of the Purse"-type shows. More sexy than straight "Our Friend the Beaver" nature documentaries. Connect the far reaches of planet earth to the back corners of viewers' closets and you have a hit.

**Planet of Style** is a half hour magazine-format show that throws a new and original light on the **world of nature** by journeying through the **world of fashion**. In each episode, the host takes us with her to exotic outdoor locations and the world's fashion capitals for interviews, guided tours and hands-on experiences. Packed with sights and sounds from the ends of the earth, tons of facts, and a punchy and hip visual style, **Planet of Style** makes the connection between what we wear and the world we live in – and brings it to life.

Visually, the series is a dynamic, rich, and never-before-seen combination of two popular types of footage:

- **Models and celebrities** sporting trendy fashions from today and yesteryear. On catwalks, in dance clubs, on beaches and in movies.
- **Nature footage** showing how the fashions are made, grown, gathered, hunted and copied from the natural world. In rainforests, in caves, in the desert, and underwater.

Quick cuts, a fast pace and lots of variety make the show visually engaging to pop culture addicts and nature lovers alike.

In other words, "**Wild Kingdom**" meets "**Wild On**".

## SAMPLE TOPICS

### 1. Deep Style: Pearls

Nothing says elegance like a string of pearls. Our host opens this episode in a black evening gown and a single strand of freshwater pearls. Even more beautiful than these precious baubles, are the distant shores where they are gathered. Our host will travel to the beautiful South Seas and join modern day pearl divers as they gather "the queen of gems". Half a world away, in New York, our host will talk with jewelry designer Ella Gafter and see her silver-and-pearl creations adorning runway models in a fashion show. Gorgeous macro photography of pearls -- black, white, freshwater -- and a visit to a laboratory where pearls are being grown in test tubes, without an oyster!

### 2. Recycled Style: Polar Fleece (alt Trends from Trash)

When new materials are discovered, they can change the way we dress. When they are made from recycled trash, they can change the world. Our host will trace the tremendous popularity of polar fleece, which is made from recycled plastic bottles. She will meet one of the scientists who invented the versatile fabric. Shots of outdoor adventures, sports, mountaineering and snowboarding will show this eco-friendly fashion in action. We will glimpse new fabrics, currently under development, and see how revolutionary ideas travel from the laboratory to the fashion runway, to our homes. (Sponsor opportunities: Old Navy, REI, North Face, Eddie Bauer, Land's End.)

### 3. Fashion in Flight: Feathers

A male peacock's feathers are its whole identity. Elegant plumage is nature's way of saying "I am beautiful". Is it any different for humans? 1920's flappers defined glamour with feather boas and hats adorned with peacock plumes. Where do they come from? We'll learn about parrot poachers who hunt tropical birds illegally in Belize, and visit a feather farm, where the most glamorous accessories come from a surprisingly homely bird.

### 4. Cocoons to Couture: Silk

Silk is synonymous with luxury. We use this sensual fabric for our most intimate garments. What would lingerie be without the soft touch of silk? A lingerie fashion show starts the episode off with style, then we peel back the layers of nature and science that make up the story of Silk. Silk weavers in Thailand, formal wear at Armani in Milan, a lepidoptera expert in Arizona. (Sponsorship opportunity: Victoria's Secret)

### 5. Shell Game: Puka Beads

In the seventies, a tiny seashell called the Puka ignited a fashion craze that got as big as Disco, and changed one beach in Costa Rica forever. A gorgeous six-mile white sand beach in Costa Rica is where the puka craze began. From here it was straight to the sunset strip, Saturday Night Fever, and of course, Studio 54. A few people, called Puka Barons, got very rich on the rarity of this must-have accessory. What are these humble little shells and where can you still find them? The reemergence of 70's fashion takes us to

LA; new sources of puka shells take our host to tropical beaches in the Pacific rim.

### **6. Wild and Woolen**

What could be more domesticated than a sweater? In this episode, we'll see the wild side of wool. On the peaks of the Andes, ascending the terraced mountainsides of Peru's Alpaca herders, our host will show us the wild side of the soft and luxurious knits that keep us warm – and beautiful. A world away, in the steppes just outside Afghanistan, we see traditional nomadic Cashmere goat herders, and participate in their annual shearing festival. In New York, these fabrics come alive in a behind the scenes segment about a Fall fashion line featuring cool new looks for wool.

### **7. Deadly Decoration: Ivory**

One of the more serious episodes, we look at ivory and how this precious material has sparked passionate debate and positive environmental steps. Made from whale teeth and elephant tusks, ivory and its popularity spelled doom for many of Africa's great elephant herds. Today, we'll visit game preserves where elephants live, safe from the poachers' guns. Our host will talk to top designers who deliberately stepped away from using ivory, because of the environmental impact. We'll see how new materials are being used to imitate the look of ivory, without its deadly consequences.

### **8. Solid Style: Gold**

From the darkest depths of the earth itself comes: gold, a word that is still synonymous with "treasure". The history of gold is the history of civilization – and fashion. This episode, our host takes us from Aztec temple ruins to the world's largest goldmine in Irian Jaya, Indonesia. We will talk to a designer of gold baubles for the stars and see fashions by Gucci that are worth their weight in gold – because they are gold. Footage of rappers with gold teeth and thick gold chains show us that gold is still on the front edge of fashion.

### **9. Painted Faces, Painted Bodies: Makeup**

People have been decorating their faces and bodies with makeup since the dawn of time. Many of today's most cutting edge makeup styles come from the same natural minerals used in ancient times. We'll see Borneo tribesmen's body paint, visit the MAC factory in \_\_\_\_, revisit the famed *Sports Illustrated* body painting shoot. Does human makeup mimic the markings of animals in the wild? We'll meet with anthropologists from UC Berkeley for answers. (Sponsor opportunities: Maybelline, MAC, Revlon.)

### **10. Fashion from the Center of the Earth: Diamonds**

Great wealth and great love: diamonds say it best, whether in a jewel-encrusted tiara from the collection of Monaco's royal family, or Liza Minelli's golfball-sized engagement ring. We'll meet with design director for BlueNile.com, see a diamond mine in South Africa, and travel to New York's Museum of Natural history to talk to minerologists about the billion-year-old Hope Diamond. (Sponsor opportunity: DeBeers)

### **11.Fields of Fashion: Cotton**

Kicking back in bluejeans, our host introduces us to the world's most popular fabric. Cotton is so ubiquitous, people sometimes forget that it's actually a plant. We'll talk denim with GenePool, makers of LIX jeans, favorite denim of Britney *and* Christina. We'll visit the American south and see how cotton is grown, harvested, and spun into our favorite fashions. (Sponsor opportunities: GAP, Cotton)

### **12.Cattle to Catwalks: Leather**

From the cattle ranches of Brazil to the leather district of Milan. We'll meet a Texan who raises buffalo and handcrafts cowboy boots from them. Our host will ride horseback on the cattle ranges of northern Brazil, and take us through the process of preparing leather for use as everything from tough biker boots to silky-soft jackets, skirts, and hats.

### **13.Reptile Style: Alligators**

Frightening Komodo dragons, toothy smiles from man-sized 'gators; elegant handbags and shoes on the runway. We'll learn about how couture's hunger for exotic looks almost spelled doom for the fearsome crocodile and how alligator farms – in addition to being kitschy roadside attractions, are also key to sustainably raising the lizards.

## **THE FORMAT**

Each show opens with a fast-cut, visually dazzling montage of fashion in action. Vintage shots, clips from films and historical footage set the stage for the show's topic. Next, our model-turned-actress host greets us from one of the episode's exotic locations. She is modeling that show's topic – whether gold or silk or leather – as she tells us what we'll be exploring in this episode.

We then are taken on a visual journey through the show's topic. Location sequences are augmented by fast-paced interviews with experts – on science, nature, history, and fashion. **Interview**, **location**, and **nature** sequences are always intercut with **fashion**, **celebrity** and **glamour** footage, keeping the level of visual excitement high, and always making the connection between nature and fashion.



## THE HOST

We are looking for a smart, sexy celebrity who brings fashion credentials plus acting and hosting experience. Our host must have proven appeal with a large audience of men and women alike. A down-to-earth and fun-loving personality are a perfect fit for **Planet of Style's** hands-on, location segments in which she interacts with designers, experts, locals, and animals.

## THE TEAM

**Planet of Style** is the brainchild of David Ultan and Steve Muller. After working with Dutch writer-director Renee Daalder ("Habitat") and Electric Shadow Productions ("Fried Green Tomatoes"), Ultan wrote, produced and directed "**Search for Inca Gold**" for the Peabody Award-winning series "The New Explorers" for cable TV's Arts&Entertainment channel. The feature-length documentary combined the thrill of treasure-hunting with the cutting edge technology of Aerial Radar. Muller, a two-time Sundance cinematographer, wrote and directed such projects as "**The Fossil Hills**", a 20-minute segment produced for the US National Park Service, that blended history and paleontology to profile a national monument in Nebraska.

## LOOK AND FEEL

- The show packs a lot of visual **stimulation** and **information** into each episode.
- **Nature footage** excites the imagination
- Sexy **fashion footage**, from runway to magazine shoots, stimulates the eye.
- **Historical footage** and vintage clips engage the mind, putting style into perspective.
- Our host's unique mix of **smarts and sexiness** is the embodiment of **Planet of Style**. Her proven charm and popularity with men and women alike will engage viewers, opening their minds to the unique blend of education and entertainment the show provides.
- Our host **gets involved** with the subject matter: she pearl-dives, shears sheep, sniffs floral extracts, looks through the microscope, goes deep into diamond mines.
- **Music** – Fashion segments pulse to the latest hiphop and rave music; nature shots build excitement with primal, tribal drums and indigenous instruments.

## CONTACT

For more information about **Planet of Style**, contact  
Steve Muller  
415-215-1122  
steve@mullerstudio.com