



Shanna  
STYLE

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# Shauna STYLE

A Show About A Show



## Overview

A wealthy, successful fashion expert.

A bumbling, small-time PR agent.

A show about the struggle to make her famous.

A format that provides a 360 degree view of what makes reality shows work.  
Or not.

Welcome to ShaunaStyle, a show about a reality show. And all its hilarious challenges, conflicts, bruises, and heart-warming friendships that endure.

## Outline

At center stage is ShaunaStyle, renowned fashionista and beauty expert with a magnetic ego. She is rich, successful, established, and credible.

Her presence in the fashion world is undeniable, and she spares no expense with her lavish lifestyle.

Her eccentric identity defines a razor-sharp flamboyancy that's over-the-top, hilarious, charming, and completely preposterous.

She's a quintessential queen of the fashion world, with a cougar-esque carnal appetite.

## Lead Character: ShaunaStyle

- Renowned fashionista and beauty expert
- Magnetic ego and irresistible charm
- Undeniable presence in the fashion industry
- Rich, successful, and established
- Spare-no-expense, lavish lifestyle
- Always wins in the end



The architecture of the show is built on the premise of ShaunaStyle, a trademarked name (that Shauna incessantly references in a laughable form of self indulgence) that defines who she is and what her passions are built upon. She has everything, with the sole exception of a broad celebrity status, and she hires a PR agent (and dear friend) to help her attain the last goal on her long list of lifelong victories.

Shauna arrives on the scene wearing \$1100 sunglasses, ultra chic clothes, and members of her entourage are always chasing after her, picking up discarded items, priming her clothes, etc. She's always onstage.

Her charisma is essential to the success of the show, and she possesses a dichotomy that's always extreme. She displays the capacity to do incredibly cruel things to friends and colleagues, but will often perform random acts of complete generosity. This living oxymoron can be arrogant and mean-spirited, but also incredibly kind, soothing and compassionate. Most of her emotional outbursts are centered on her mood, which is her response to environmental conditions. When she perceives that things are going well, she is everyone's best friend. When she perceives that things are going poorly, she's everyone's worst enemy. These external triggers are dependent on plot development. For example, when she has to wait in line or if someone doesn't call her cell phone back immediately, she regresses into a selfish state. When a celebrity recognizes her at a fashion show or waits for her to sign their book, she becomes vibrant, energetic and bubbly. There is no medium for her, no moderation, and she detests boring people who emotionally curtail and script their conversations. This social interaction is a cornerstone of the show; how she responds to her world is extreme, radical, and always over-the-top hilarious.

As previously stated, she is constantly examining ShaunaStyle. She meticulously ponders which social events to attend and is extremely sensitive and insightful regarding implication and perception. She constantly bickers with Ben about what qualifies as important social outings and events, and they forever disagree about what's the most important venue for her. Ben is the opposite; his genuine approach to life and its friendships is rarely if ever spontaneous, and he constantly seeks approval from his peers. His selflessness often precipitates disappointment and lack of fulfillment. Her ego-driven approach to life nearly always wins her status, admiration, and support. This drives Ben crazy and is a constant injection of the hilarious tragedy and paradoxes of life.

Enter Shauna's PR agent, Ben Brosseau. Ben's down-to-earth worldview is the polar opposite of Shauna's. His presence on the show complements and grounds her extreme eccentricity. He owns the Brosseau PR Firm, a small ("boutique") PR Agency with her as its anchor client. His challenge and struggle is to bring her the celebrity status that she obsessively seeks. The polarity between the two is illustrated in snapshots of his one-bedroom apartment lifestyle, constant bickering over who pays for what, when, and whom, and his cost-conscious approach to business that is in constant struggle with Shauna's spare-no-expense lifestyle and presentation approach to life. Her life is a stage. His is a budget-savvy business world.

## Supporting Character: Ben Brosseau

- PR Agent with a down-to-earth worldview that offsets Shauna
- Owner of the Brosseau PR Firm, a PR Agency with Shauna as its anchor client
- Cost-conscious approach to business



Ben Brosseau has an undeniable business acumen. Although he is unfamiliar (and somewhat uncomfortable) with the world she dominates, he understands the business of celebrity. He has an acute sense of profit and loss, and his talents are established with the injection of reminders of business models, return on investment, and sales margins to Shauna. He has the ability to “put her in her place” but whenever he does, she either becomes visibly annoyed, or trumps his facts with her whimsical opinions, turn of phrases, or storms off in protest. Despite his unending litany of errors, missteps, and forgotten details (which are universally important to Shauna), he belongs in her world as a legitimate confidante and guide. He has a place in business, credible connections on the West Coast, and a sense of humor that wins over genuine, down-to-earth celebrities. He commiserates over the trivial and mundane trials and challenges of his world with other A-List celebrities in cameo roles, small scenes and snapshots that establish his character. This offsets Shauna’s exaggerated sense of importance, and constructs several layers of complexity beyond her understanding of his place in her world. She berates him, ridicules him, causes him to lose sleep, clients, hair, and he works endlessly to pacify her appetites. He sets her up on dates, cameo roles, introduces her to actors and celebrities, and always fields her brazen attitude and fascinating charm.

What draws viewers into his friendship with Shauna is his unquestioned devotion. She lights up his world in a way that he finds irresistible and maddening. Their relationship is a genuine devotion that is sometimes painful, sometimes admirable, yet always heroic. He champions her passions, dotes on her emotions, pacifies her temper tantrums, and infrequently points out her impetuous attitude in small moments that are supremely triumphant.

The exploration and ongoing definition of ShaunaStyle becomes a search for celebrity. This search is at once captivating, exploratory, hilarious, gut-wrenching and ambiguous. The search for celebrity raises questions about what celebrity means and the dangers and risks associated with becoming famous. The show’s heart and soul is what celebrity is, and if ShaunaStyle will come to mean celebrity in a conventional sense.

Shauna has her own definitions of what celebrity is, and her proactive sensibility is in constant conflict with Ben’s reactive approach. He makes phone calls, pitches production ideas, and networks only after her tireless tirades. She is rich. She is famous within her field, established in the fashion world, and has the entire attitude commensurate with a self-starting independent success. She constantly requires detailed, whimsical and trite favors from Ben. What she wants is to expand her fame out of her niche world of the ultra-fashionable and onto the worldwide stage of A-List Celebrities, and endlessly reminds Ben that if he can’t deliver a conduit to this bridge, she will find and hire someone who can.

Ben feels exhausted by this strained relationship and the stresses of trying to grow his business. He comes to consistently rely on his sidekick to help pacify Shauna and pitch his ideas and compliments.

Ben is also a relentless “insider” with a complete list of contacts and networks. His constant obsessive-compulsive personality exacerbates Shauna; he’ll literally call her 13 or 14 times as she’s driving to an event to make sure she’ll be there on time.

## Supporting Character: James (Ben's Sidekick)

- Up and coming PR agent, models on the side
- Personal friend of Shauna who introduced Shauna to Ben
- Does all the legwork for Ben
- Acts as the friction buffer between Ben and Shauna and gets caught up in their squabbles



James is an apprentice in Ben's PR firm. He represents Ben, but also caters to ShaunaStyle. He understands the needs of a fashion queen more adeptly than Ben. He is constantly working for the success of Ben and Shauna's relationship. James is the glue that holds Shauna and Ben together, and often holds Ben and Shauna's egos in check.

James understands fashion, the beauty world, Shauna, ShaunaStyle's sensitivities. James works tirelessly to help Ben and Shauna pull everything off, and in one situation James burns through three cell phone batteries pulling off a behind-the-scenes caper required for a last-minute victory. During one of Shauna's tirades, for example, he says to her in a pleading voice "If you won't do it for yourself, then PLEASE do it for ME." He has the ability to make Shauna laugh and displaces her mood with his friendship. James also is a consummate professional, he's the one to arrive at hotel checkouts to ensure everything went according to schedule. His proactive approach and ability to cater to Shauna's whims keeps him in her favor. He also serves as a stand-in when models don't arrive at a photo shoot or an emergency occurs.

James is a hetero model with an enormous libido that will infrequently side rail his focus. This is the only impulse that will supersede his professionalism, and on occasion his attention will become captured by a passing girl, flirting with a model during the wrong time, or endlessly pursuing a date when he should be tending to business.



## Supporting Character: David (Shauna's Sidekick)

- Young, male stylist expert
- Shauna's nephew that tirelessly works as her industry apprentice
- Dedicated to ShaunaStyle's success
- Sometimes frustrated over his role as her "second"



David is the chief member of Shauna's entourage. He is constantly running errands attending to her whims and needs. As Shauna's nephew, he has more freedom to express his disdain to her, and point out some of her faults. He's 21, impatient, and constantly walks behind her, handing her bottled water, cell phone calls, and is paid to enforce her image. He will sometimes get angry over her meticulous nature, but always agrees to her crazy needs. David will frequently "spaz" out in moments of frustration. They are hilarious moments when he will scream, shout, spike a cell phone in a very ineffective manner, and holler in a high-pitched voice that's both entertaining and hilarious. In one meltdown he throws a hair product against a wall, smashing the bottle and leaving a massive blob of gel slowly sliding down the wall. He is always shown picking up the emotional wake that ShaunaStyle leaves behind, and is always left holding the bag when it comes to paying bills, explaining her rude behavior to people who don't matter, and smoothing over disasters caused by her ridiculous mannerisms.

Despite his anger and frustrations toward Shauna, he only really talks about people and voices his opinion to Shauna herself. He takes on the personality traits of Shauna and NEVER expresses his anger about Shauna to anyone else. He often tells Shauna when others voice reservations or complaints about her. He is a prima donna who owns well over a hundred pairs of shoes, and takes on many of Shauna's meticulous views on fashion. David has the capacity to be cynical, and is very critical of Ben's faults, often pointing them out to Shauna. But he always waits until the door is shut and when he's alone with Shauna before blowing up.



## Additional Character: Patrick (Shauna's Professional Consultant)

- Personal friend of Shauna
- Direct to a fault
- Extremely busy
- Very well connected



Patrick is a representative of ShaunaStyle. He is a go-to resource for completing projects that Ben finds difficult. He's a big-thinking, proactive think tank who sells Shauna ideas, develops ideas for her image, and helps her achieve impressive end results. He's very critical of Ben and the two of them often have conflicting opinions.

In one episode, Brosseau PR sets up a shoot on a substandard hotel roof. Patrick arrives on the scene visibly upset over the "rinky-dink" operation and demands that Ben relocates the shoot to a posh hotel. Ben declines, Patrick storms off the hotel, and proceeds to introduce Shauna to a crew of videographers who share his outlook.

Patrick is dedicated to Shauna but doesn't withhold his opinion when it conflicts with hers. He's always stirring the pot in Shauna's world, and frequently complicates delicate situations with opinions and viewpoints that are generally correct. It doesn't matter to Patrick if there are ten people who stand in his way. He has a history of "pissing off" several of Shauna's business associates, and always throws a wrench in her work-a-day world when he perceives anything as substandard.

Despite the friction this will sometimes cause, Shauna and Patrick have a "big kid playground" approach to work, her image, and her search for celebrity, regardless of the stakes involved.



## Supporting Character: Gucci (Shauna's Pet Chihuahua)

- Personable dog
- Yippy, vocal, energetic
- Adorned in expensive jewelry and comedic dog clothes (necklaces, slippers, shirts, etc.)



Gucci serves as a living expression of ShaunaStyle's mood. One night at a substandard hotel (erroneously booked by Ben), she refused to touch the floor and insisted on sleeping in Shauna's suitcase. Shauna talks for her and becomes Gucci's inner monologue.

Gucci's face appears onscreen with a dialogue bubble expressing what Shauna is truly thinking, and becomes an official extension of ShaunaStyle. She often sneaks in hotels that she's not supposed to be in, and causes interesting side stories for ShaunaStyle. She authors her own self-centered blog, including such events as being attacked by a cat.



## ShaunaStyle: Story Development



Most episodes include the running joke of Ben finding the wrong kind of date for Shauna's socialite outings. He continuously books the completely wrong type of date. James constantly has to cover for his boss, and educating Ben on the type of date that would actually fit ShaunaStyle best.

The human aspect in each of the anecdotal plots circles back to the friendship between Shauna and Ben, and they often smooth things over during a happy hour that features a drawn out battle of words as well as a sense of closure when they both start laughing over the problems of each episode. The inevitable triumph is how Shauna always pulls off a victory despite overwhelming odds.

What makes the show unique is that both Shauna and Ben are "everyman" working class heroes, complete with their own struggles and identities. Hers is aesthetic beauty, his is business profit, negotiations and personal friendship. What sets the show apart is the humorous anecdotes, small-time bumbling and large-scale victories. Viewers identify with both and can't help cheering their wins, laughing over their errors, and coming to understand a constant character arc. Their identity, celebrity, professionalism, and friendship are all thematic explorations presented in each episode. It's a human story about ego, fashion, wealth, attitude, and mutual growth toward achieving goals.

The show is meant to be outrageous and pretentious, genuine and soulful.

## ShaunaStyle: Is It Hot Or Not?

An idea explored by Shauna and Ben during ShaunaStyle is a loose concept based on the search for the hottest, sexiest products. The idea becomes the exploration of a reality show. ShaunaStyle: Hot Vs. Not becomes the ultimate prize sought in ShaunaStyle. It's the reality show about Shauna's quest to find the hottest and sexiest products, and bring Shauna the fame that she seeks.

ShaunaStyle: Hot Vs. Not is a show about that search, the exploration for Hot Vs. Not; its development, its execution and the risks and rewards it comes to represent.

The task to pull it all off and bring it to life is complex and exhaustive. ShaunaStyle has to find and cast a competitor to play opposite her role, preferably (as Shauna puts it) a "hot, single, male fashion expert."

Shauna competes against the other fashion expert to find the hottest, sexiest products. Shauna is complete with an entourage, film crew, and uses her insider's perspective to find the best products. It's a race against time, obstacles, and other problems that happen on the way to "outdo" her competitor.

Her opponent is a fashion expert struggling to form an entourage in their search for the next hottest product. They are shown facing their own set of challenges unique to this search.

Sometimes their paths cross, sometimes they don't. Shauna loves the idea of finding and casting someone that would explore a theme of sexual innuendo to further demonstrate her vigilant pursuit of ego.

The Hot Vs. Not competition features general victories for Shauna, and comes to represent the degree to which ShaunaStyle embodies fashion and style.

The idea of ShaunaStyle: Hot Vs. Not becomes an important vehicle to the success of ShaunaStyle, and it's a tense competition that brings a complex conflict and a unique layer to ShaunaStyle. The show becomes a platform for showing the construction of a reality show and the many challenges, frustrations, victories, and rewards associated with that endeavor.

The duplicity of ShaunaStyle that also becomes evident to viewers is the quest for fame and celebrity complete with human stories, over-the-top themes of ego, professional relationships and Shauna's presence in the fashion world.