



THE FASHION HERO

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HERO

A Compelling New Summer 2018 Entertainment Reality Special Series

Disrupting Beauty Standards & Changing Lives!

THE FASHION HERO is the world's first role-model reality competition. The series is at the forefront of a global movement that aims to celebrate diversity and to completely overturn the fashion industry's perception of beauty.

So much more than a modelling talent show, **THE FASHION HERO** promotes individualism and champions diversity—looking beyond just “looks” as it goes in search of strong charismatic personalities to be role-models for a new generation. The four-part series sets out to find models of different shapes and sizes and is hosted by Hulk Hogan's daughter Brooke, who has struggled with her own body image issues. She oversees the competition as the would-be models are judged by a panel of designers and compete to be the face of a marketing campaign for their fashion brands.

Famed designers Anna Scholz from London, Christopher Bates from Milan, Johana Hernandez and Ximena Valero from Los Angeles are the judges while the contestant models also work with fitness trainers and life coaches and go through a multitude of “challenges” during the competition.

THE FASHION HERO has been broadcast in more than 100 countries. Its Facebook page has over 1 million likes and its website is the host to more than 8 million unique users from 220 countries!

4 X 60 minutes

Broadcast window: July 7-September 30, 2018

Barter split 50-50



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