

# FASHION ICON



“Fashion Icon” is the hottest style show on television, integrating fashion and shopping into a show-stopping competition.

Thousands of women from all over the country fight for the prestigious title of “Fashion Icon.” The most stylish candidates must face the country’s top three fashion experts and one leading choreographer. The contestants who get a “yes” from at least two judges make it to the next round. While the contestants show off their sense of style on the catwalk, the fashion experts give the audience the tools they need to take on the world of fashion! Spectacular fashion shows and performances by top artists accompany the finalists in the show-stopping last episode. Showing off their very best style, only one contestant can be crowned the Fashion Icon.

**Genre:**  
Style Format

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**Contestants:**  
10 contestants, 4 jury members

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**Duration:**  
Daily Strip, Access Prime



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“Fashion Icon” is a flexible format that can be adjusted to the time slot; either daytime, access prime time or prime time.

**Jury of 4:** Celebrities, top models, fashion designers, fashion critics...

## Backstage host

**Main auditions:** The applications are received through the website, mail or in person. The applicants are expected to present themselves with an outfit from their own wardrobe and explain the reasoning behind the look that they have created, i.e where they would wear this look... The Jury decides who goes into the next round. Jury will eliminate with majority of votes.

**Quarter Finals:** The successful contestants will be invited to go shop for new outfits and create a new look. Each contestant’s shopping spree will be filmed and shown to the audiences at home. Once they are done, they will return to the studio, prepare with the help/comments of the backstage host and once again present themselves to the jury. At this stage, half of the contestants will be eliminated by the Jury.

**Semi Finals:** Same as the the quarter finals.

**Finals:** At this stage, the remaining contestants again will go on the catwalk with a look they have created on their own. They are free to use vintage/new or expensive/cheap items. The main idea is to come up with the most stylish and chic look. They will have to answer jury’s questions, explaining why they have chosen their given look.

**Grand Finale:** The Grand Finale of the show is prepared as a major event. It is the most visually rich and entertaining stage of the contest. At this stage, there will be 9 jury members instead of 4 and the jury does not have the right to grade or eliminate the contestants. Instead, the winner will be selected by public SMS votes.





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Abdi İpekçi Cad. Park 19 Kat: 3  
Nişantaşı 34367 İstanbul - Turkey

T. +90 212 240 5769  
F. +90 212 296 6053

[www.theglobalagency.tv](http://www.theglobalagency.tv)



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*For more information, please contact the sales agent in your territory*

**GÖZDE SERGİLİ**  
*Europe & Scandinavia*  
gozde@theglobalagency.tv  
+90 533 928 8065

**ŞENAY TAŞ**  
*Central and Eastern Europe*  
senay@theglobalagency.tv  
+90 532 285 0696

**İŞİL TÜRKŞEN**  
*Asia*  
isil@theglobalagency.tv  
+90 533 459 9439

**EKİN GABAY**  
*North America, Canada, UK,  
Australia, New Zealand & Baltics*  
ekin@theglobalagency.tv  
+90 533 727 4123

**IVÁN SÁNCHEZ**  
*Latin America*  
ivan@theglobalagency.tv  
+90 530 952 6648

**DENİZ TÜZÜN**  
*Russia/CIS*  
deniz@theglobalagency.tv  
+90 530 140 9922

**MIROSLAV RADOJEVIC**  
*MENA & Africa*  
miroslav@theglobalagency.tv  
+90 530 943 4146