

MOM, DAD... PLEASE DON'T WEAR THAT!



Mom, Dad... Please Don't Wear That! is a cool and fun lifestyle reality format where a group of kids will help other kids update what their parents style so they can look hip and fashionable.

Genre:
Reality Entertainment

Duration:
Weekly, Prime Time



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In each episode, there will be one or two cases that will be examined and transformed. Our cameras will follow the parents, who will be tricked into believing the cameras are there for another reason, to show the “before” and “after” of the transformation proposed by our experts.

Five precious fashion and style experts come to the aid of kids requesting their help. With the help of fashion professional adults, they will create a magical transformation for those parents who have sacrificed their style for their children. Now they can finally dress according to their personality, age, and occasion.



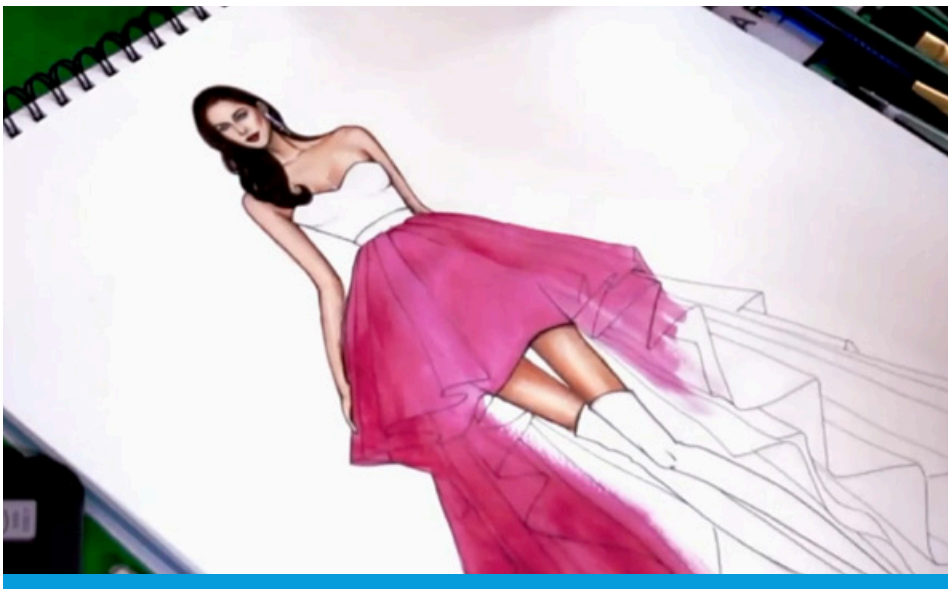
Step by step, we will get to know these kids and their parents in the intimacy of their home. We will go inside their closets to get rid of what is out of fashion and replace it with what is trending. This way, parents and kids will feel renewed and energized by sharing a unique experience – it’s not a secret that looking good has a positive effect on people’s mood and attitude. And who better to give them advice than the kids? They’re the main users of the enormous amount of information available thanks to technology and who, let’s face it, are more up-to-date than the adults.

The parent with fashion troubles will be invited to the studio and walk on a catwalk with their old fashion clothes. They will be observed by the style expert children, who in their turn will make recommendations. They will be accompanied by an experienced and renowned fashion expert, giving also his/her opinions and advices about the style of the parent and make each transformation a reality. At the end of each episode, the transformed parents will walk again on the catwalk and surprise their children with their new and updated looks!



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