

SHOPPING MONSTERS



“Shopping Monsters” combines the best elements of competition, gossip and style!

Each week, five women compete to see who can be the most stylish on a limited budget within a limited time. The women must buy a complete outfit with shoes, handbags and accessories, as well as do their hair and make-up. At the end of her shopping trip, she shows off her new look on the catwalk in front of her four other competitors. There is plenty of gossip and backstabbing when the other women make judgments on her style choices and a top fashion designer adds commentary. Then, the competitors give points on her style from 1 to 10. On the final day, the overall results from the week are finally announced. The one with the most points is awarded a big cash prize!

Genre:
Fashion

Contestants:
5 contestants

Duration:
Daily, Access Prime



SHOPPING MONSTERS

Both the glamorous and the tasteless strut their style in this unique competitive makeover format! Each week 5 women with their own unique style compete to be the best dressed, and their fellow competitors are the judges!

Each day one woman takes to the streets to prepare a new look for herself in just 4 hours. With a set budget of \$1,000 and just a few hours, the woman must buy everything from handbags to a trip to the salon for hair and makeup.

At the end of her shopping trip, the contestant shows off her new look on the catwalk in front of her 4 other competitors, who will judge her success or failure. A top fashion designer also adds commentary on the contestant's look, and gives general style tips to the show's viewers.

At the end of each episode, the women gossip behind cameras, and then privately rate the contestant's look. At the end of the week, all the women's totals are tallied, and the woman with the highest points wins the cash prize of \$10,000!

Weekly themes, such as dressing for a wedding, a job interview, or a cocktail party, give the show variety each week and add to the challenge.

As a unique twist on the popular style concept, Shopping Monsters was an instant success, becoming the #1 daytime show after just one week!

In addition to being the highest rated show on daytime TV, its advertising and product placement opportunities are endless! It has even been sponsored by Proctor & Gamble.

And, Shopping Monsters becomes interactive by giving women the chance to post pictures of their own styles on the website, and then other users can rate them. This has increased its channel's website hits by 150%.

This daily styling show combines fantastic elements for a successful format: competition, gossip, express makeovers and style!



SHOPPING MONSTERS



CHANNEL'S
AVERAGE SHARE
(KANAL D - TURKEY)

%10



SHOPPING MONSTERS
HAS SO FAR AIRED

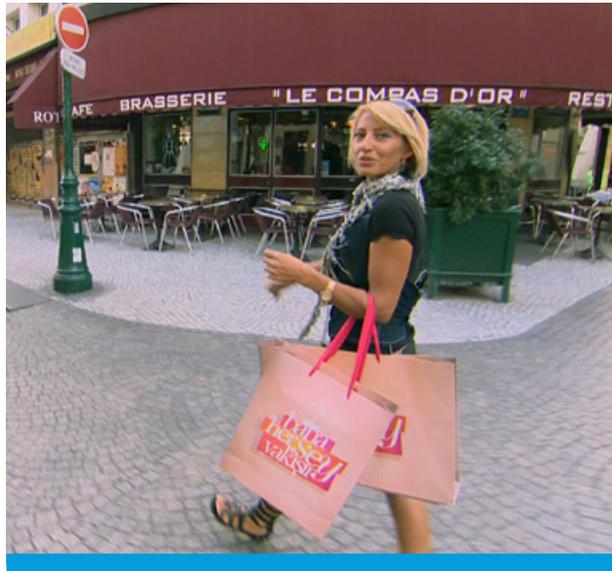
1000 EPISODES

IN **GERMANY** (VOX)

and

620 EPISODES

IN **FRANCE** (M6)



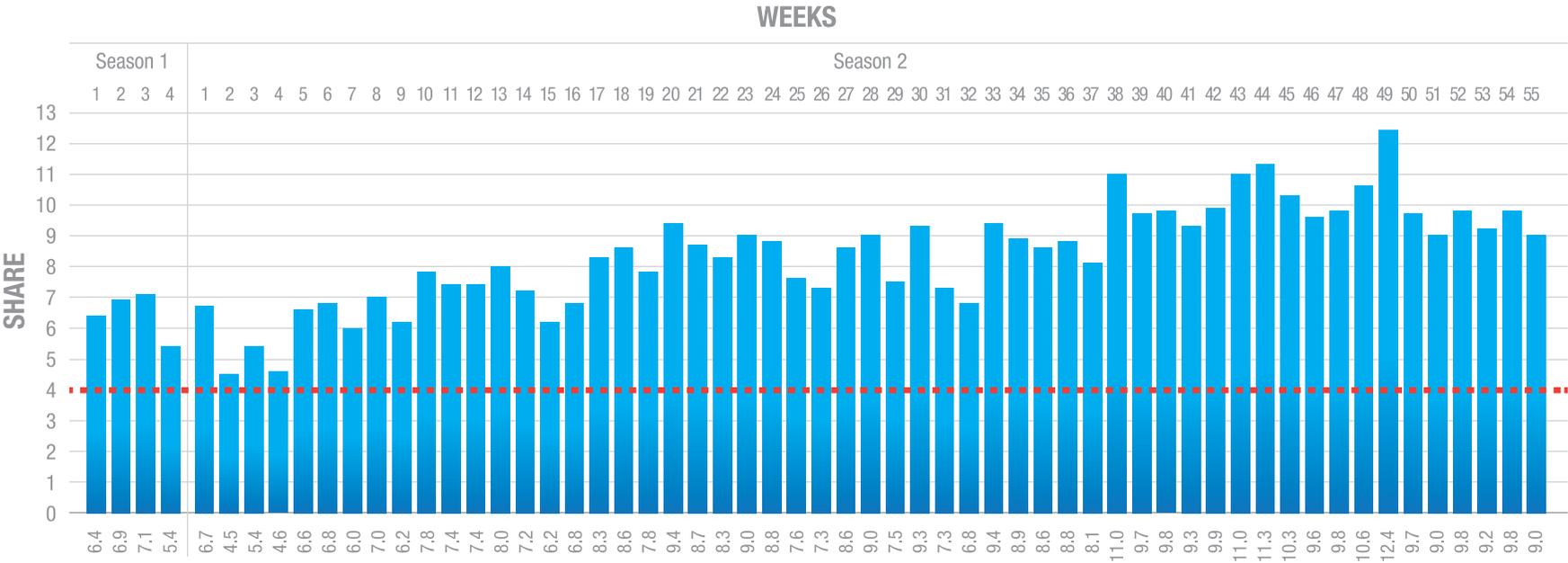
SHOW'S
AVERAGE SHARE

%15



SHOPPING MONSTERS

SHOPPING MONSTERS



VOX AVERAGE SHARE BEFORE SHOPPING QUEEN 4%



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