

MOTHER IN Style




INTER
MEDYA



TAV FILM



JOIN US AS FIVE FIERCE MOTHERS-IN-LAW
COMPETE TO STYLE THEIR BRIDES TO PERFECTION

Get ready to witness the ultimate fashion showdown on your screens! It's a reality show where five fierce fashion-forward mothers-in-law will compete to style their beloved brides. Who will come out on top and who will go home crying into their brand-new handbags?

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| ORIGINAL TITLE: | Gelin Görün |
| GENRE: | Reality Fashion Show |
| PRODUCTION COMPANY: | Tav Yapım |
| PRODUCTION YEARS: | 2019 – 2021 |
| BROADCASTER: | Kanal D |
| TIME SLOT: | Day Time / Daily (Adaptable) |
| BROADCASTED SEASONS: | 2 seasons were broadcasted |
| BROADCASTED EPISODES: | 67 episodes were broadcasted |
| DURATION: | 120 – 150 minutes |
| TRAILER: | Please Click Here (Password: Promos) |
| EPISODES: | Please Click Here (Password: Promos) |
| ONE WEEK FLOW | Please Click Here (Password: Promos) |
| TARGET AUDIENCES: | <ul style="list-style-type: none">• Day time viewers• Newly wed brides |
| RATINGS: | Please Click Here |
| UNIQUE SELLING POINTS: | <ul style="list-style-type: none">• The competing duo can be selected from different family members.• The show has both reality and fashion elements. |

STRUCTURE

Step into a world where fierce and fabulous mothers-in-law compete for the crown of ultimate styling supremacy! This thrilling competition is all about turning their beloved brides into fashion goddesses, no matter the occasion.

But it's not just about looking good. These super-stylish mothers-in-law must conquer the art of budget-savviness! With each round, they're faced with the challenge of creating jaw-dropping looks while keeping a close eye on their wallets. It's like a game of dress-up with a frugal financial guru watching their every move.



THEMES

Get ready for enchanting themes that will leave you on the edge of your seat. From dancing in Istanbul nightclubs to snuggling in cosy bungalows, these mothers-in-law must be prepared for any adventure. Whether it's a glamorous brunch affair or a wild pyjama party, they have to find the perfect outfit that screams "wow" for every occasion.

These extraordinary mothers-in-law and their cherished brides are also competing for the title of "most welcoming hosts." They have to go the extra mile to make other competing mothers-in-law feel like honoured guests. Picture homemade cookies, freshly brewed tea, and warm hospitality that will melt hearts. However, brides are marked based on their hospitality skills, which has. Direct impact on their final daily score.

So, grab a front-row seat and immerse yourself in the ultimate fashion and hospitality extravaganza! It's a thrilling test of creativity, impeccable fashion sense, and the ability to stretch those dollars. Who will emerge victorious and claim the crown? Only time holds the answer to this extraordinary journey.

CAST SELECTION

Casting is a vital part of the show to ensure captivating content, comprising about 70% of its focus. It is recommended to begin the casting process two months prior to the premiere, with extra effort put into selecting the cast for the first two episodes.

Potential contestants undergo interviews to determine the key characteristics of the mother-in-law and bride duo. To maintain interest and minimize chaos, it is crucial to have contrasting qualities between the duo members. While passive contestants can be considered, they must match the other member's energy. Casting talkative and assertive mothers-in-law are essential as they play a central role in the program. Additionally, the diversity of images is another important factor to consider during casting.

The selection of contrasting characters is a key rule in casting, creating intriguing conflicts between the mother-in-law and bride that captivate the audience. A significant segment involves mothers-in-law critiquing one another. After walking the platform, the brides join the mothers-in-law in the living room. They present their outfits and the day's concept, followed by the mothers-in-law expressing their opinions on the outfit's relevance to the concept.



CASTING PROCESS

- Call back the applications you consider successful.
- Film everyone who comes for interviews.
- During the interview, ask detailed questions that are different from the ones on the application form.
- Request the applicants to bring photos and videos from their personal life.
- Conduct a comprehensive research process to gain detailed knowledge about their lives and families.
- Assess if they are comfortable being in front of the camera.
- Call back the applicants you liked and interview them to observe their behaviour in front of the camera.
- Create a list of the applicants you liked.
- Invite all the applicants you liked for a group interview.
- Observe their interactions with each other during the group interview.
- Make your selection based on your overall impression from this interview.

DAILY FLOW

The show begins with the introduction of the competing mother-in-law and bride. They ring the bell at the bride's house, igniting the drama. A voiceover narrates the show while the editor poses spicy questions to the contestants.

The mother-in-law and bride showcase their home while the voiceover keeps things interesting with intriguing questions. Next up is the fashion segment, where the mother-in-law and bride reveal their style sense.

Then, it's time to shop within budget and time constraints. The duo must find the perfect outfit. Meanwhile, the bride shares style tips with the mother-in-law, who hits the stores in search of the ideal ensemble.

Throughout the show, the mothers-in-law are interviewed, sharing their thoughts on the concept, contestants, and alternative choices. The aim is to uncover the bride's genuine opinion of her mother-in-law, with the editor as the mastermind behind this phase.

While the mother-in-law hunts for the perfect outfit, the bride showcases her culinary skills, cooking a sumptuous feast fit for royalty. The guest mothers-in-law explore the house, captivated by the delicious aroma. When it's time to dine, the bride faces the heat as the guest mothers-in-law grill her with questions. Every answer counts in this food-fueled battle for mother-in-law supremacy!

Finally, the moment arrives for the big reveal. The mother-in-law showcases her outfit, which is only seen when the bride wears it. The mothers-in-law provide feedback, followed by the opportunity for the bride and mother-in-law to defend themselves. Scores are given on a whiteboard, accompanied by explanations. Once all scores are in, the winner is announced on Friday, claiming the ultimate prize.



SCHEDULE EXAMPLE

| MOTHER IN STYLE | | WEEK 1 BROADCAST SCHEDULE | | DATE: | | | |
|-----------------|---|---------------------------|-----|-------|-----|--|--|
| Order | EXPLANATION | TIME | VTR | LED | NOT | | |
| 1 | Credits | | | | | | |
| 2 | Introducing the contestants of the day (bride-mother in law) | | | | | | |
| 3 | Chatting at the house of that weeks' contestants | | | | | | |
| 4 | Shortly touring the house of the contestants | | | | | | |
| 5 | Mother in law and bride discussing the style of the outfit | | | | | | |
| 6 | Finding out the concept of the day decided by other mothers-in-law | | | | | | |
| 7 | Commenting on the concept of the day | | | | | | |
| 8 | Bride giving the MIL tips on shopping | | | | | | |
| 9 | Sending off the MIL for shopping. | | | | | | |
| 10 | Chatting shortly with the bride who stayed at home | | | | | | |
| 11 | Asking the bride what she is preparing for the arriving MIL's. | | | | | | |
| 12 | MIL beginning her shopping | | | | | | |
| 13 | MIL entering into the first store for shopping | | | | | | |
| 14 | Asking the MIL what type of dress she is going for | | | | | | |
| 15 | Chatting with the bride about her MIL and shopping while she cooks | | | | | | |
| 16 | MIL continuing her shopping at store #1 | | | | | | |
| 17 | MIL deciding if the dresses at store #1 are appropriate for her bride | | | | | | |
| 18 | Gossiping with the bride about her MIL | | | | | | |
| 19 | MIL entering into the second store for shopping | | | | | | |
| 20 | MIL finishing shopping after she toured other stores | | | | | | |
| 21 | MIL searching for a store to buy shoes | | | | | | |
| 22 | Bride hosting the other MIL's at her house | | | | | | |
| 23 | MILs commenting on the house and preparations made by the bride | | | | | | |
| 24 | Bride commenting on the other MIL's | | | | | | |
| 25 | MIL continues the shop for shoes. | | | | | | |
| 26 | MIL deciding on a pair of shoes | | | | | | |
| 27 | Bride presenting what she prepared to the other MIL's | | | | | | |
| 28 | MILs giving feedback on the food prepared by the bride | | | | | | |
| 29 | MIL continuing shopping for shoes and accessorizes | | | | | | |
| 30 | MILs at the house chatting with the bride about the food and her mother-in-law. | | | | | | |
| 31 | MILs asking the bride questions about her MIL. (her shoe size, favourite food) | | | | | | |
| 32 | Chatting with the bride about the MILs | | | | | | |
| 33 | Contestant MIL making a final decision on the purse and accessorizes | | | | | | |
| 34 | MIL talking about her own style | | | | | | |
| 35 | MIL buying the purse and heading home | | | | | | |
| 36 | MILs at the house commenting on the food | | | | | | |
| 37 | MIL returning from shopping | | | | | | |
| 38 | MILs giving feedback about the bride and the food to the contestant MIL | | | | | | |
| 39 | MIL going into another room to show the bride the outfit | | | | | | |
| 40 | MILs remaining in the living room comment on the 'concept and the shopping' | | | | | | |
| 41 | Bride commenting on the outfit after seeing it | | | | | | |
| 42 | The contestant MIL takes her place with the other MILs | | | | | | |
| 43 | Bride putting on the concept outfit and walking out to the living room | | | | | | |
| 44 | Each MIL commenting after seeing the bride wearing her outfit | | | | | | |
| 45 | MILs comment on the shopping | | | | | | |
| 46 | Each MIL voting on the outfit of the bride | | | | | | |
| 47 | VTR of the following day consisting of clips of competing MIL and bride | | | | | | |
| 48 | Closing credits | | | | | | |