
FASHION
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INTER
MEDYA

FASHION ACADEMY

Where Style Meets Strategy.

GENRE	Daily fashion competition
TEAM CAPTAINS	3
CONTESTANTS	15
SEASON STRUCTURE	13 weeks
WEEK 1	Team formation
WEEKS 2-12	Main competition
WEEK 13	Grand Final
FINALISTS	5
GRAND WINNER	1

A daily fashion competition driven by team rivalry.

Contestants compete individually, but every score affects their team.

Team Captains serve as judges and mentors, while also making key strategic decisions.

How Fashion Academy Works?

3	15	13	1
TEAM CAPTAINS	CONTESTANTS	WEEK SEASON	GRAND WINNER

A fashion competition where individual performance shapes the success of the team.

WEEK 1

TEAM FORMATION

Captains select contestants and build their teams

WEEK 2-12

MAIN COMPETITION

Daily themed runway challenges drive team rankings.

WEEK 13

GRAND FINAL

Team format ends; finalists compete individually.

How Fashion Academy Works?

HOW IT WORKS

-Each day, contestants create a look based on a set theme.

-Daily scores contribute to weekly team totals.

-Weekly results determine the elimination process, with a possible Second Chance.

SCORING

-A contestant's own Team Captain may comment, but does not score.

-The two opposing Team Captains score independently.

-After each contestant, scores are cast confidentially and placed in a ballot box in front of the judges.

-All scores remain sealed until the end of the day, when they are revealed and added to the team totals.

WEEKLY ELIMINATION

-Weekly scores determine the lowest-ranked teame.

-The two lowest-scoring contestants from that team become elimination Nominees.

-Their team Captain decides who stays and who leaves.

-The eliminated contestant may receive a Second Chance from another Team Captain.

FINAL WEEK

-At the end of Week 12, the team with the highest overall score becomes the Winning Team.

-A Team Prize may be awarded by the broadcaster to the Winning Team in recognition of its performance throughout the 12-week competition.

-The team competition concludes in the Grand Final, where the five finalists compete individually against one another.

-The two Team Captains—excluding the Captain of the Winning Team—evaluate the five finalists and determine the Winner of Fashion Academy.

Week One / Team Formation Week

The first week creates the cast, the teams and the emotional foundation.

1

RUNWAY WEEK

Each candidate makes a first impression through style, body language and presence.

2

INTRODUCTION

The audience meets the person behind the look

3

CAPTAIN QUESTIONS

Captains test fashion perspective, confidence and team fit.

4

SIMULTANEOUS VOTE

All three Captains reveal their decision independently.

5

IF ONE CAPTAIN SAYS ''YES''

The candidate can accept the offer and join that Captain's team or take the risk, reject the offer and enter the Second Chance Pool.

6

IF TWO OR THREE CAPTAINS SAY ''YES''

The candidate chooses which team to join. If two Captains say "Yes" but the candidate was hoping for the third Captain, they may reject both offers, take the risk and enter the Second Chance Pool.

7

IF ALL THREE CAPTAINS SAY ''NO''

The candidate leaves the competition but enters the Second Chance Pool, where they may still get another opportunity to join the Academy later in the competition.

THE DAILY COMPETITION CYCLE



1 OPENING OF THE DAY

The Host welcomes everyone and introduces the day's concept and challenge.



2 PREPARATION TIME

Contestants work individually or with their teams to plan, design and prepare their looks.



3 RUNWAY PRESENTATION

Contestants present their looks on the runway to the judges and audience.



4 EVALUATION

The Team Captains evaluate each look and provide professional feedback.



5 THE CONTESTANT'S RIGHT OF REPLY

Each contestant has the opportunity to respond to the feedback and explain or defend their look.



6 SCORING

At the end of the day, all scores are revealed and added to each team's weekly total. The competition continues until the Weekly Finale.



7 END-OF-DAY RESULTS

At the end of the day, all scores are revealed and added to each team's weekly total. The competition continues until the Weekly Finale.

END OF WEEK

Weekly Finale and Elimination

The final competition day determines the week — then the elimination begins.

FINAL DAY COMPETITION

The elimination day begins with the regular daily competition cycle. Contestants present their looks, receive feedback and are scored as usual.

FINAL WEEKLY RESULTS

The final day's scores are added to the previous days' results to determine each team's total weekly score.

TEAM AT RISK

The team with the lowest weekly total enters the elimination process.

BOTTOM TWO

The two lowest-scoring contestants from that team become the elimination nominees.

CAPTAIN'S DECISION

The Team Captain decides who stays and who leaves. Scores matter, but growth, discipline and team fit may also influence the decision.

SECOND CHANCE

One of the other Team Captains may save the eliminated contestant. To bring them into their team, that Captain must remove one of their own contestants.

TO SAVE ONE, YOU MUST SACRIFICE ONE.

If both Captains want the eliminated contestant, the contestant chooses which team to join.

FORMAT VALUE

WHY FASHION ACADEMY WORKS

A daily fashion competition where individual style, team rivalry and strategic decisions drive the story.

DAILY ENGAGEMENT
Every episode delivers a complete competition while building toward the weekly result.

EVERY SCORE MATTERS
One contestant’s performance can change the fate of the entire team.

FAIR JUDGING
Team Captains can mentor and comment on their own contestants but never score them.

STRATEGIC DECISIONS
Captains must build, protect and sometimes sacrifice their own teams.

SECOND CHANCE
An elimination can completely change the balance of the competition.

ADAPTABLE FORMAT
Episode length and weekly scheduling can be tailored to different local markets.