



Red

9 Episode Limited Series
Pitch Deck

The Pitch

Passionate.
Bold.
Timeless.

Welcome to RED,
where beauty is
an illusion and
love comes with a
designer price
tag.



RED lays bare the
underbelly of the
beauty industry: sex
as a commodity,
betrayal for favor,
rampant drug use and
the culture of toxic
masculinity.

Through Becky-Lynn's
journey from victim
to victor, you'll
witness the
transformational
power of forgiveness,
sacrificial
friendship, and the
selflessness of real
love.



The Set-Up

It's the mid 1980's.

You've no phone to film
your attackers.

You can't tell anyone for
fear they do it again.

Even if you did tell, no-
one would believe you
because you're poor and
they're the stars of the
local football team.

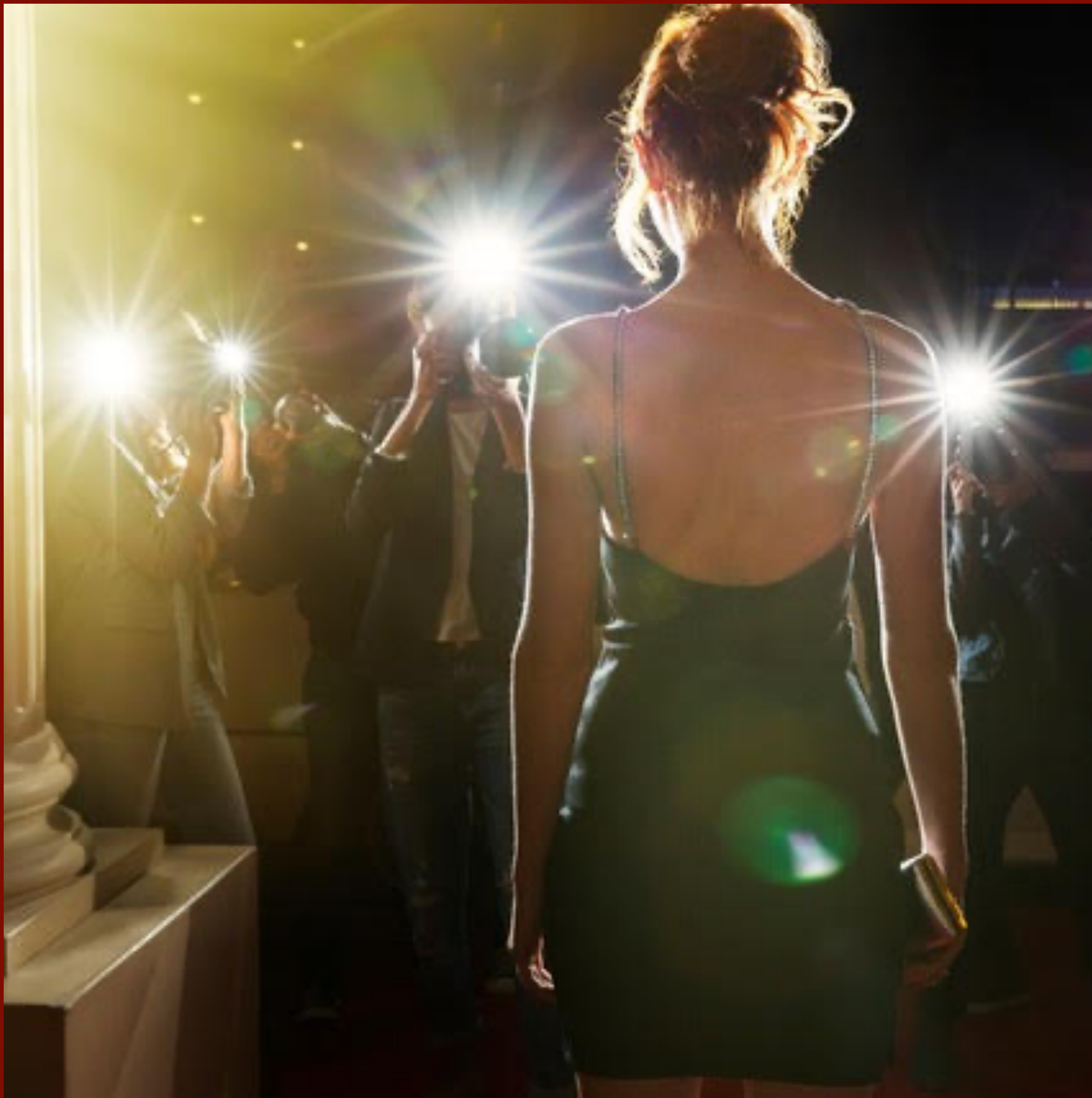
You can't tell . . . so you
run!

The Story

Becky-Lynn Lee has been told she's worthless so often she wears it like her tattered sneakers. If it wasn't bad enough to be dirt poor and her no-good daddy's favorite target, her funny face, bright red hair, and nearly six foot frame make it impossible to hide.

We meet her on a dusty country road as she's hounded by a group of local boys in a pick-up truck. Armed with their unearned entitlement and a paper bag to put over her head while they rape her, they leave her with nothing left to lose but her dreams.





Becky-Lynn dreams of a life other than the one predetermined for her at birth. For a chance to be a part of the world depicted in the fashion magazines she pours over.

To be valued.
And loved.

She runs with those dreams. . .

LA and its ruthless fashion scene take no prisoners. Out of her depth and circled by big city sharks, she finds herself caught in a deadly game of oneupmanship between two charismatic brothers.

All that while she navigates the condemning voices of her past and tiptoes the line between truth and lies.



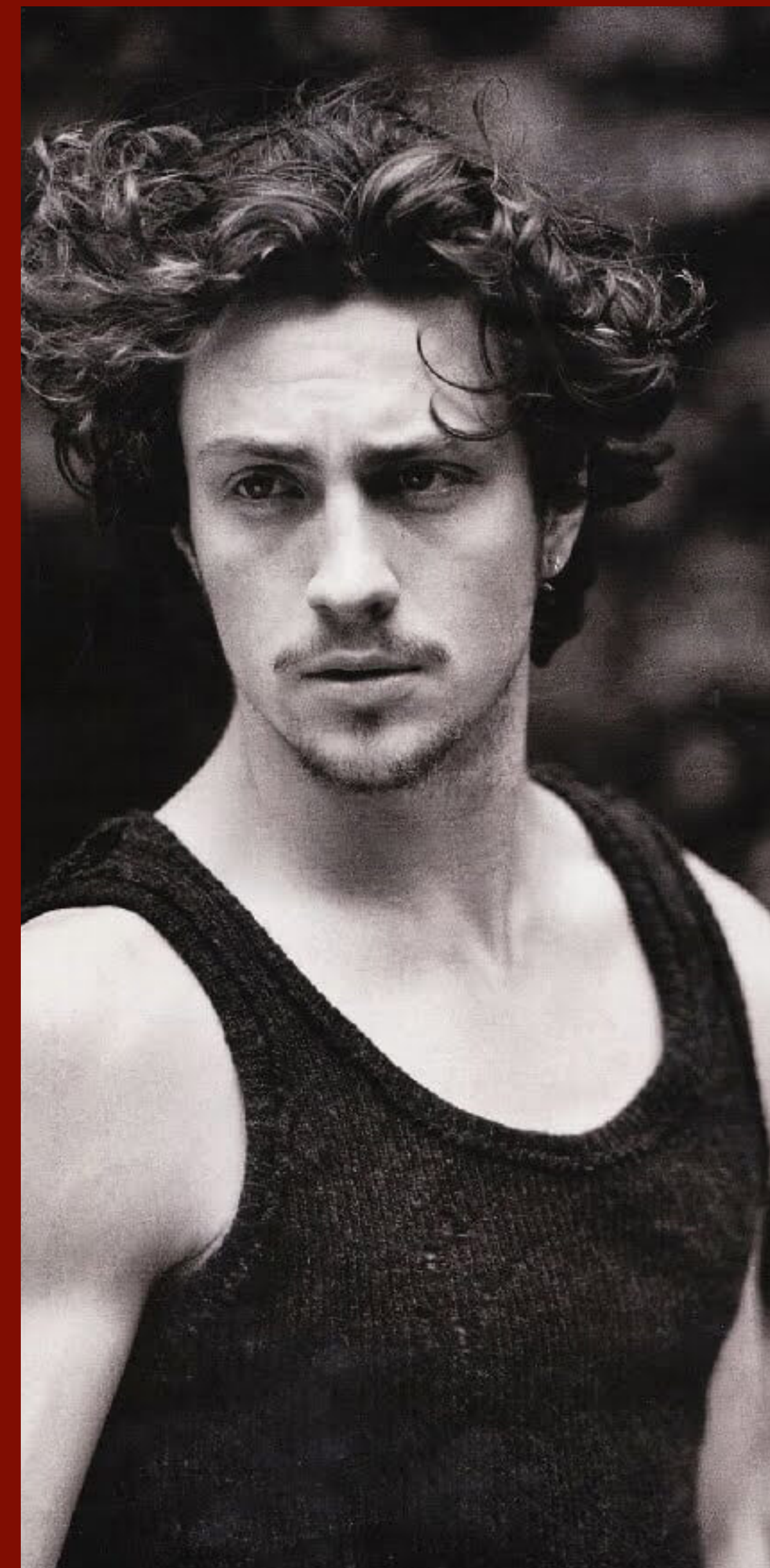
The Leads

Becky-Lynn Lee

Becky-Lynn is the beating heart that drives Red; she is the underdog audiences will cheer for. With her inner demons, she's a little bit of all our insecurities; with her resiliency and core decency, she is who we aspire to be.

Jack Gallagher

Jack is driven by ambition and the huge chip on his shoulder. Cocky and charismatic, he could be the antidote for Becky-Lynn's low self-esteem but he's too consumed with rising to the top and besting his brother to fall for her.



The Support

Carlo Triani

Sophisticated and full of secrets, Carlo is Jack's half-brother—and his fierce rival for their famous father's legacy. As the 'legitimate' son, the legacy is Carlo's to lose.

Zoe Marie Tucker

Outspoken, wild and riddled with addiction, Zoe seems an unlikely candidate to steal the hearts of our audience. But steal them she will with her fears, failures and ultimate struggle to survive.



The Support

Giovanni Triani

The embodiment of generational masculine entitlement. He expects adoration and receives it for his brilliant photography.

Sallie Gallagher

Feminine power at its best, she fights hard to carve her own path and show real strength to her son.

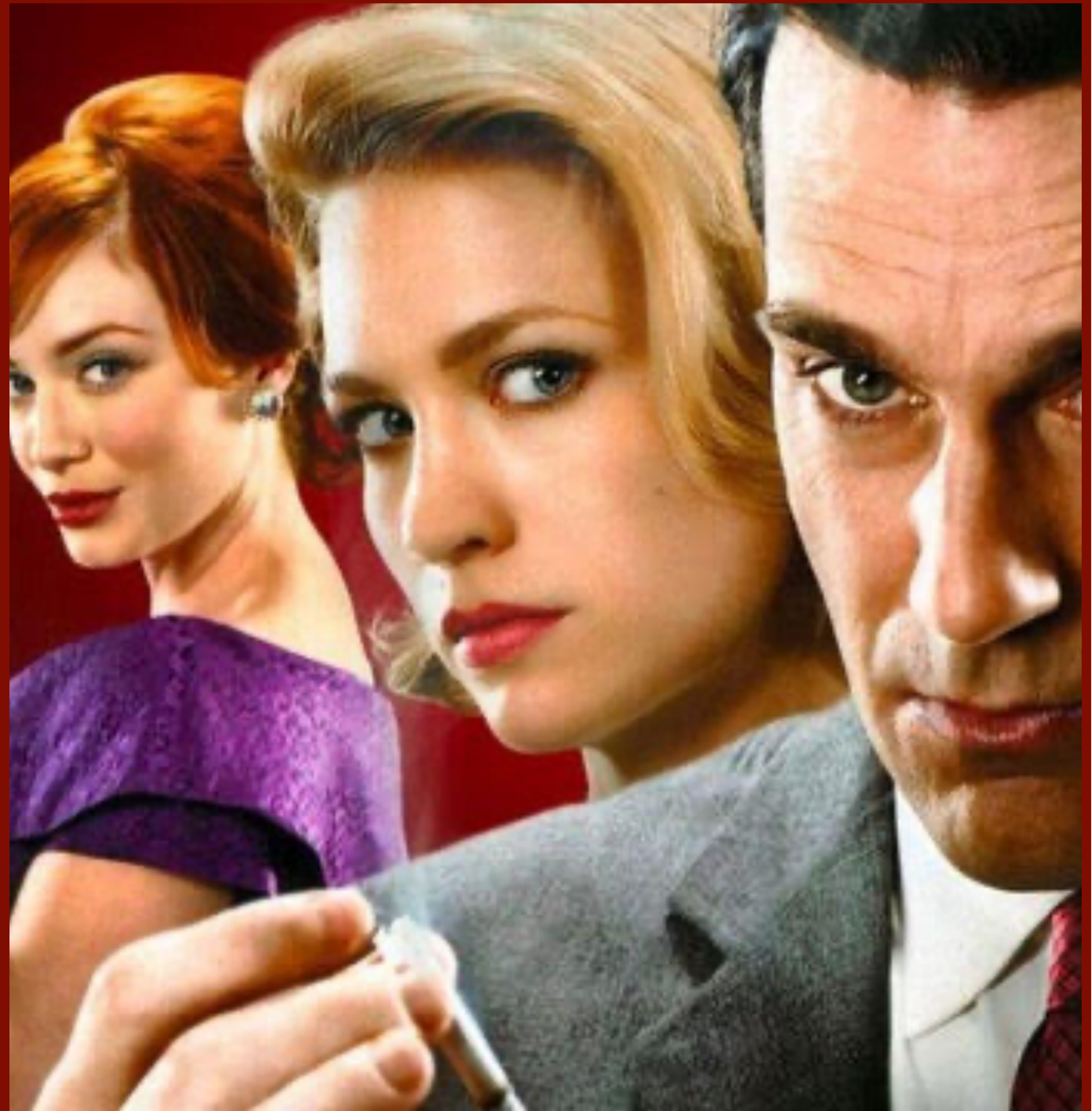


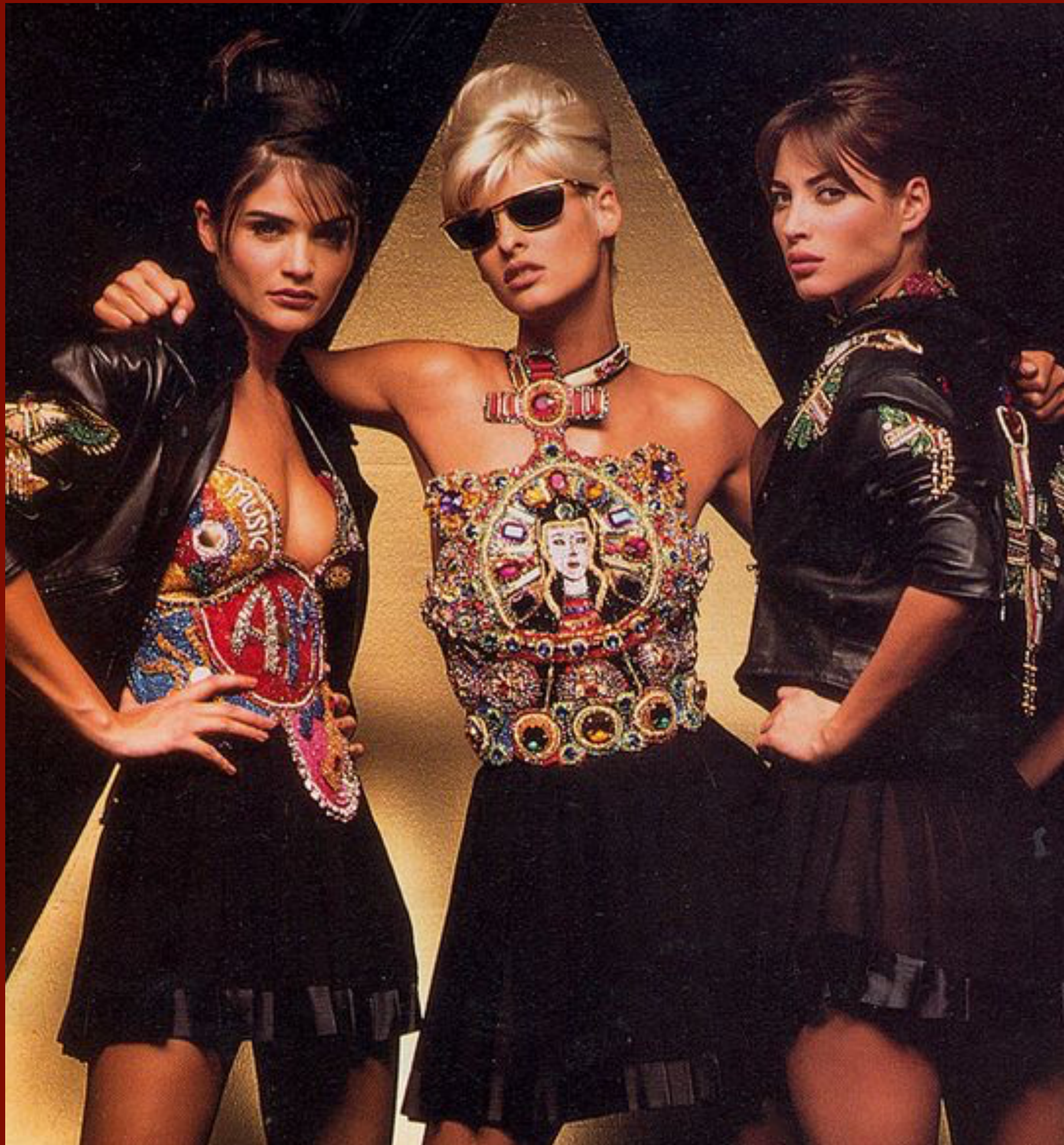
Drama

Our fascination with the messy lives of others is why storytelling exists. The best stories have us root for the underdog, despair when evil prevails and cheer when justice is served.

'Red' is such a story, one of struggle and redemption, of life at its most unfair and its glittering heights. Tears will be shed, outrage expressed and joy shared.

'Red' delivers the dramatic punch that will keep audiences enthralled.





Tone and Style

Red captures the glamor, drama and excesses of the years the show inhabits: the hedonistic, larger-than-life 80's and the angsty, rebellious early 90's.

As neon colors become deeper and more subdued, as flamboyant fashion turns casual chic and combat boots appear on the runway, our characters' emotional and narrative journeys mirror these changes, melding tone and style with character and story.

Music

Music is the pulse of every generation and an integral part of every successful series.

Red will capture that 'pulse' with recognizable artists of the 80's and early 90's, but keep budget in line by choosing lesser known tracks.

Combining the era's striking visuals and unique sounds with Red's unforgettable story promises a binge-worthy TV experience.



Red

E Liz: lizapplebe@gmail.com
Erica: spindler.eric@gmail.com

P Liz: (+44) 7969295501
Erica: (+1) 985-789-1137

S Liz: @lizapplebe
Erica: @erica.spindler.author