

LOOKBOOK: The Series Frequently Asked Questions

What is LOOKBOOK.nu?

LOOKBOOK.nu (<http://lookbook.nu>) is a user-generated personal style community that launched in 2008. Its community members publish and share personal outfit photos (“looks”) and collectively vote up (“hype”) looks to determine the site’s dynamic front page. Also known as “LB” or simply “Lookbook,” the community has over 1.2 million registered members and 3 million unique visitors per month.

What is LOOKBOOK: The Series?

LOOKBOOK: The Series is an independently produced webisode series which will debut on lookbook.nu/tv on Monday, Apr. 1, 2013.

LOOKBOOK: The Series explores the creative and intimate relationship between a fashion blogger and her photographer using a dramatic urban fairytale told through the canvas of LOOKBOOK.nu and the L.A. fashion scene.

It follows the story of Hannah, a young girl who moves to Los Angeles and inadvertently enters the world of online fashion blogging—and quickly goes on to experience all the passion, intrigue, and betrayal that follows.

The first season of *LOOKBOOK: The Series* is a pilot run comprised of nine approximately 5-8 minute episodes with a total run count of about 55 minutes.

Who created *LOOKBOOK: The Series*?

LOOKBOOK: The Series was written and directed by Bernie Su (*The Lizzie Bennet Diaries*) and produced by Allison Vanore (*Hopelessly in June*). Its executive producers are Bernie Su and Huan Nguyen, LOOKBOOK.nu’s Head of Brand Partnerships.

To capture the right look of the series, Olivia Lopez of Lust for Life, styled the entire cast. Brands such as BCBG, Guess, Dr. Martens, Mango, Wasteland, Levi’s, UNIF, Lovers & Friends, AGAIN Apparel, Dolce Vita, Rebecca Minkoff, MUUBAA, Vans, Volcom, Nine West, Motel Rocks, and Nixon donated and/or loaned product for the series.

“As a creator, I really appreciate how bold of a choice it was to dive into story driven scripted programming, especially for a company whose focus is in user generated social content. LOOKBOOK.nu continues to be amazing to work with. Even with such a large internal and external brand presence, they were incredibly supportive about telling a dramatic story with great

characters, and as a creator there is nothing more you could ask for.” —Bernie Su, Writer & Director.

Why was it created?

“We simply wanted to create something fun for our fans and our community which we thought they’d enjoy. Over the past 4 years we’ve seen an incredibly enthusiastic community of the most talented fashion bloggers emerge on our website. It’s been fascinating to observe, and although the story is dramatized fiction, it’s nonetheless inspired by characters we’ve seen and stories we’ve heard.” --Huan Nguyen, Head of Brand Partnerships.

How much did it cost?

“We set aside a relatively small budget set aside for what we considered an experimental idea. Given the limited resources we worked with, we’re more than happy with how it turned out.” —Huan Nguyen, Head of Brand Partnerships.

How did you fund it/who are the sponsors?

“We were fortunate to have the financial support of Dolce Vita, Dr. Martens, and Victoria’s Secret PINK. The show wouldn’t be possible without their support and belief in the idea.” —Huan Nguyen, Head of Brand Partnerships.

Who are the actors?

LOOKBOOK: The Series stars Neva McIntosh (*Secret Diary of an American Cheerleader*) as Hannah the young fashion blogger, Kimberly Whalen (*Tree of Life*) as Cleo the manipulative, elite “queen” blogger, Daniel Romer (*The Young and the Restless*) as Mark a charming street fashion photographer, and Wes Aderhold (*The Lizzie Bennet Diaries*) as Julius a devious blogger, photographer & playboy.

PLOT SUMMARY:

LOOKBOOK: The Series follows the story of Hannah, a creative young girl with an eye for style, who moves to Los Angeles to find a new beginning. A chance meeting with Mark—a charming and talented street fashion photographer—thrusts Hannah into the exciting world of online fashion blogging. She soon becomes the target of Cleo, seductive and ruthless “queen” of the blogosphere, and her devious right-hand man Julius.

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