

A black and white portrait of a man with short, dark hair, looking directly at the camera with a serious expression. He is wearing a leopard print shirt. The background is a solid dark grey.

# MOSCHINO TV H&M

DIRECTOR'S INITIAL THOUGHTS

Igor Zimmermann

**ALL THRILLER  
NO FILLER.**

MOSCHINO TV H&M WORK IN PROGRESS :

**OUR FILM MOVES AT BREAKNECK CREATIVE  
SPEED. SPLASHING US WITH IDEAS AND IMAGES.  
A ZAP OF POP CULTURE OVERLOAD!**

MOSCHINO TV H&M WORK IN PROGRESS :

**MOSCHINO TV H&M IS AS FUN AND UNEXPECTED  
AS ITS SPIRIT ANIMAL JEREMY SCOTT. WE  
DON'T STOP AT REPLICATING FAMILIAR TV  
SHOWS — WE PUT REALITY INTO A BLENDER  
AND REIMAGINE IT TO MAKE A STATEMENT  
— A ZAP OF FANTASY TV!**



**STYLE**

MOSCHINO TV H&M WORK IN PROGRESS :

**A FIREWORK OF VARIETY KEEPS OUR STORY  
ALIVE! CINEMATOGRAPHY, PRODUCTION  
DESIGN, STYLING, SOUND AND SHOOTING  
FORMAT — ANYTHING FROM 35MM, VHS, HD  
TO ANIMATION — IS A POTPOURRI OF STYLES.**







**IDEAS**



# ANIME

**Anime action Sequence With Jeremy Scott**











## SCRIPT

JEREMY SCOTT, an evil intergalactic overlord wearing a fierce armour, jumps off a building and lands on a car.

Glass shatters in slow motion!

Four amazing anime HEROINES arrive at the scene.

They make power moves and unleash their special powers upon him until he blows up in a blast of pure light.



# SITCOM

**Jeremy Plays All Characters In A Sitcom**









## SCRIPT

*A character enters the apartment as three characters in a sofa react to him...*

Our show is a remake of Seinfeld or similar with Jeremy Scott playing all parts. We use special effects make-up and styling to turn him into all characters, which will be a mix of gender and body types.



# COMMERCIAL

**Shampoo Commercial With Gigi Hadid**







SCRIPT

GIGI HADID approaches the camera carrying a saddle as she walks through a stable set in a studio.

GIGI

Hi I'm Gigi Hadid and I love MOSCHINO BALSAM  
CONDITIONER because I'm an outdoor girl

GIGI points to bottle of MOSCHINO BALSAM CONDITIONER.

GIGI

...and wind, sun and water can really  
damage your hair.

Gigi undoes her hair from a bun as we hear the fierce  
neighing of a wild horse. Her hair flows out majestically  
across the whole space (CG ANIMATION?).

CUT TO: Still life of the product.

GIGI (V.O)

MOSCHINO BALSAM CONDITIONER.

# TALK SHOW

The Audience And Everyone On Stage Has Dope A Hair Style















# TV SHOP

**TV SHOP showcasing products from MOSCHINO TV H&M**



207309

BACK IN STOCK

# Orthopedic Gala Shoe

THERAPEUTIC COLOURS

QVC PRICE

~~£29.00~~

INTRODUCTORY PRICE

**£26.16**

UK P&P £3.95

Love it or return it  
with our 30-day money  
back guarantee

Automated Ordering  
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moschino  
high-performance naturals™



ROTATING SHOE DISPLAY



SCRIPT

Two enthusiastic hosts smile and chit-chat in front of a shoe on a spinning display as they sell it to the viewer.

GIGI HADID

Call now to buy these Orthopedic gala shoes!

BELLA HADID

I can't believe it!

(looks at her friend)

It's orthopedic...

GIGI HADID

...and it's gala.

They look to the camera.

GIGI & BELLA

(together)

At the same time!



IDEA :

**”DALLASS”**

**LIKE ”DALLAS” BUT EVERYONES FACE IS AN ASS  
(SFX MAKE-UP)**



DALLAS







# ROMANTIC MOVIE

Elfs with Extremely Long Tongues Kissing







## SCRIPT

A young adult movie scene where two teens share a romantic moment.

Think "Kids" or a "Sofia Coppola Movie" meets "Twilight" paired with a viral special effects scene!



# COPS

**A fashion take on Cops**







## SCRIPT

A fugitive jumps over a fence as the cops chase him with flashlights. They catch him and pin him down, as we realise that it's Jeremy Scott.

SMASH CUT: "MOSCHINO" logo in the style of "COPS".

We ride along with a police officer casually musing about fashion crimes.

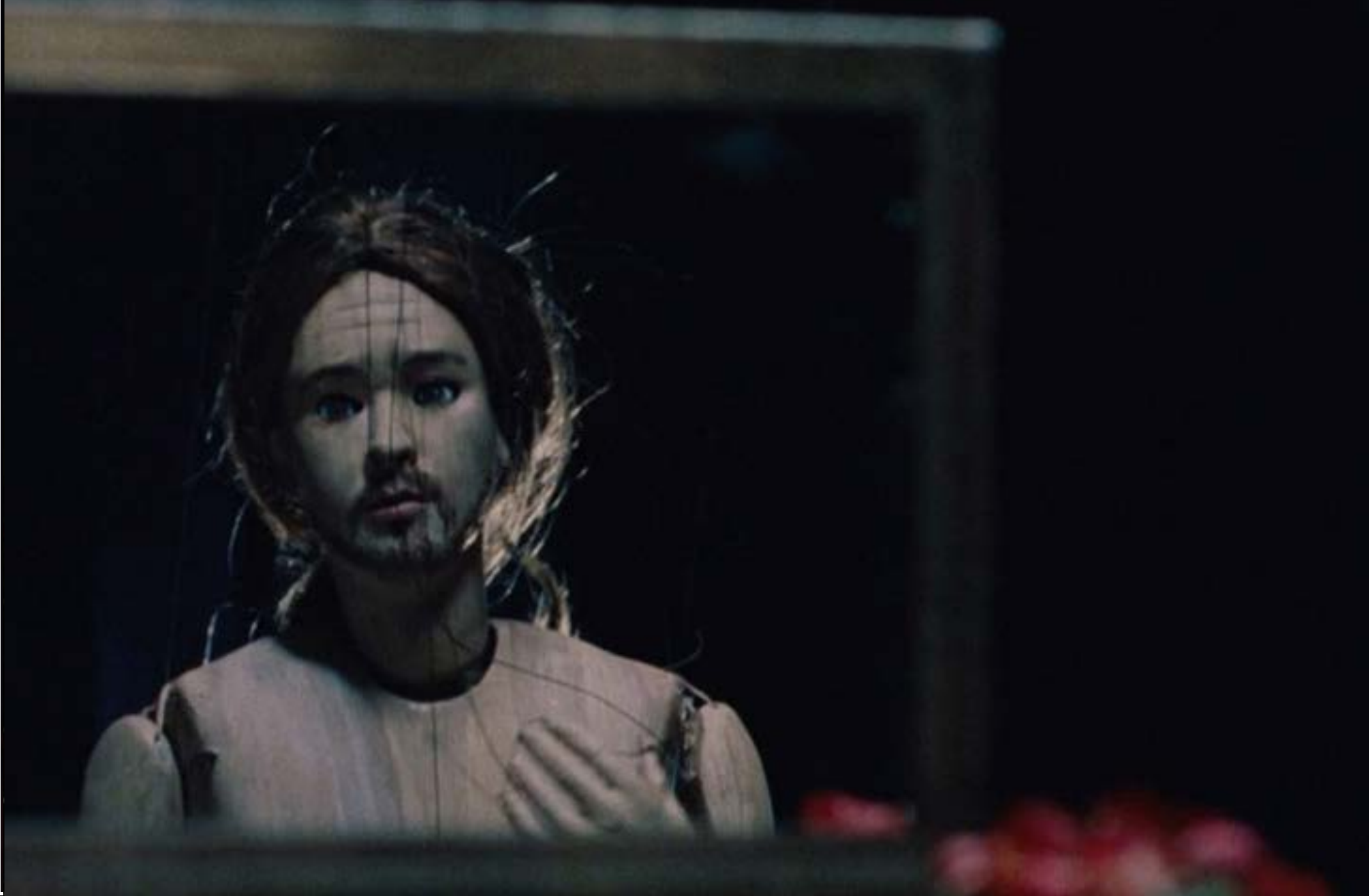
We see scenes with various suspects as the camera zooms in on their outfits and the officer comments on them.



# CZECH CHILDRENS TV

A marionette play tells the story of MOSCHINO TV H&M







SCRIPT

A beach styled marionette of JEREMY SCOTT stands in front of a painted Malibu sunset and a limousine. Opposite him is a marionette of KARL-JOHAN PERSSON, CEO of H&M, dressed in a suave white suit.

KARL-JOHAN PERSSON

Jeremy I like you! Let's collaborate.

JEREMY SCOTT

That would be fantastic!

KARL-JOHAN PERSSON

Please accept this tap dancing donut.

The curtains with the malibu sunset part to reveal a Tap Dancing Donut.

TAP DANCING DONUT

(SINGS)

I'm a tap dancing donut.

Tappi-tap-tap-tap-ta-tap!

The donut dances for us in front of a sparkling backdrop.











# **BREAKING NEWS**

**A news helicopter follows people in traffic and on the sidewalk wearing the collection**



**LIVE** Sky2



**BREAKING NEWS**

# Pursuit Suspect on Foot

**EAST LA**

5:20 70°

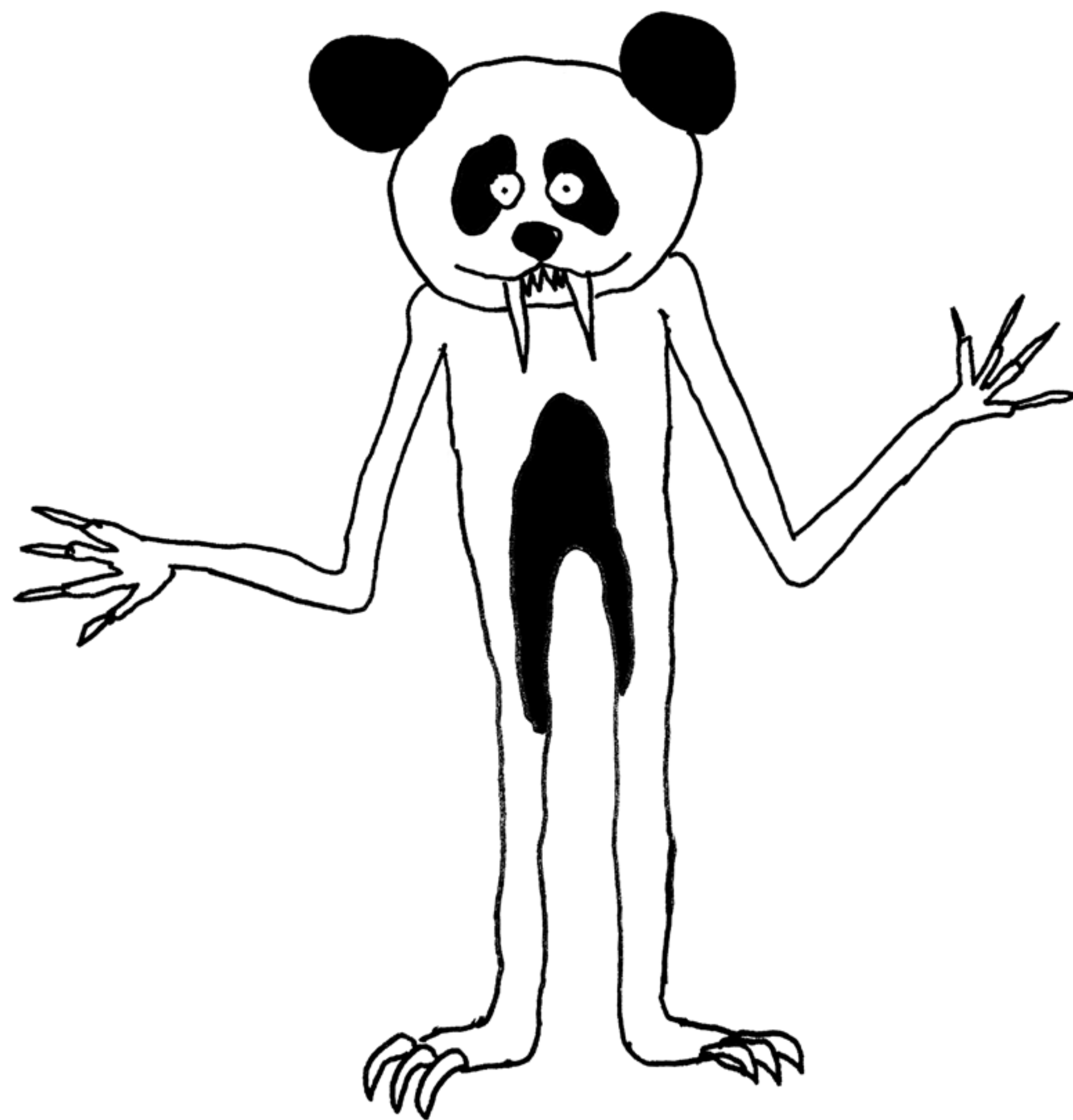
**2**  
cbsLA.com



# 80s HORROR

**A Moschino Model Is Chased By A Panda Vampire**

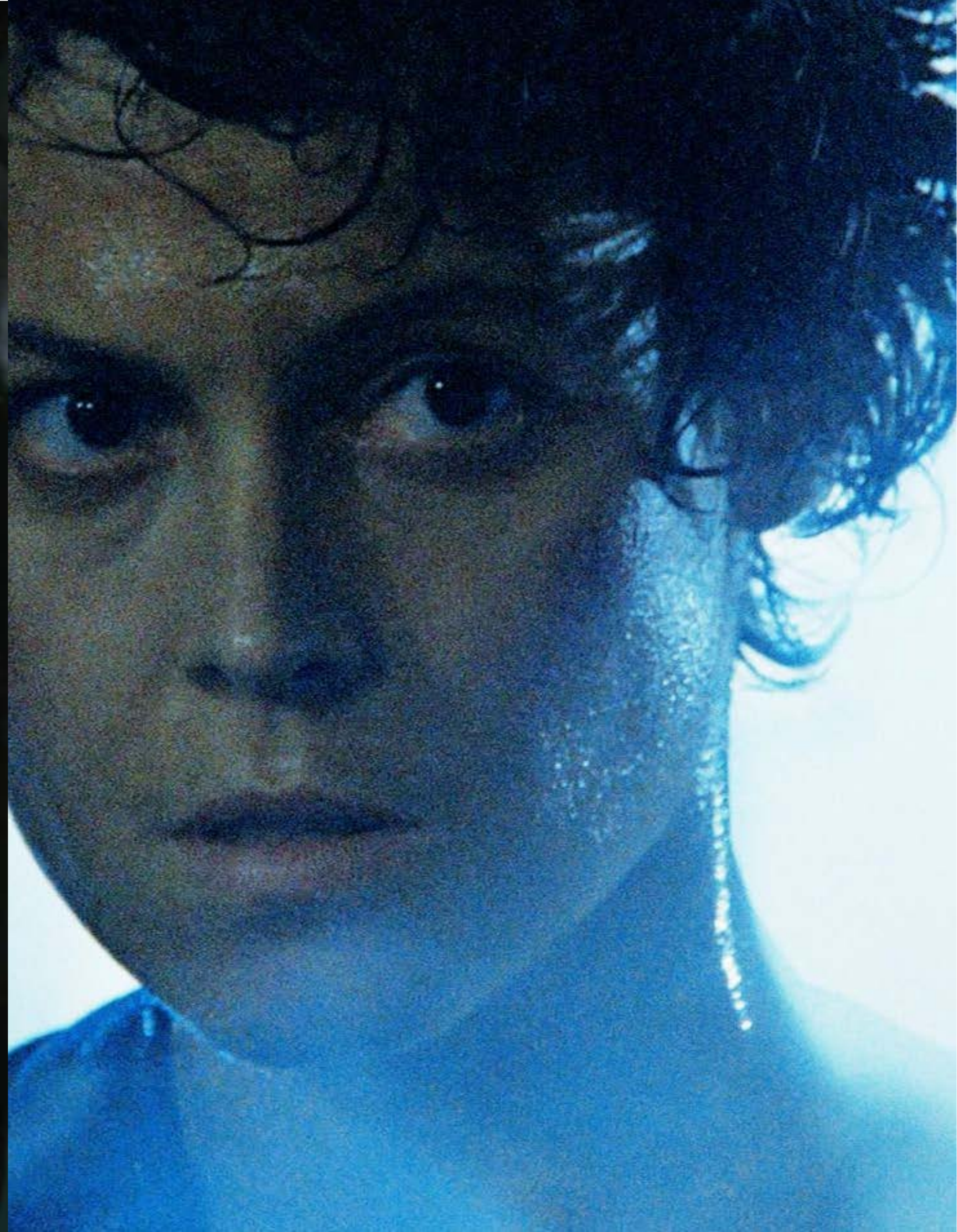














# LUXURY COMMERCIAL

Commercial for MOSCHINO Elastic Eyedrops™







SCRIPT

We open on a lavish LA home. JEREMY SCOTT sits flanked by supermodels wearing his collection as he looks straight to camera.

JEREMY SCOTT

Hi I'm Jeremy Scott and I haven't  
walked for years...

CLOSEUP: A model puts eyedrops into her eye.

CUT TO: A moody play of lights in the hallway as we see a model walk by with strange wavy limbs...

CUT TO: JEREMY holding up an exquisite bottle. He looks glam and mysterious.

JEREMY SCOTT

(CONTINUED)

Thanks to my MOSCHINO ELASTIC EYEDROPS.



SCRIPT

CUT TO: Models dancing and swaying in the living room with elastic arms and legs, three times their usual length.

CUT TO: JEREMY SCOTTS arm grows 10 feet as he places the MOSCHINO ELASTIC EYEDROPS™ on a marbled plinth.

PACKSHOT:

We spin around a MOSCHINO ELASTIC EYEDROPS™ bottle.

JEREMY SCOTT (V.O.)  
MOSCHINO ELASTIC EYEDROPS.







# HOME IMPROVEMENT

**A\$AP Rocky Makes A Plywood Lamborghini**











## SCRIPT

We open on a black studios space with a slick minimalist set. Pulsating lights sweep across the space. The show has the vibe of a music video, with lush camera moves, a fast edit and a trap beat playing in the background.

A\$AP ROCKYs voice flows over a montage of him using powertools to build a plywood lamborghini.

A\$AP ROCKY

Have a vision. Get some wood. Saw it.

Powertool it. That's it!

The camera tracks sideways in a money shot as A\$AP stands by his finished...

A\$AP ROCKY

Plywood Lamborghini.



# MEDICAL INFOmercial

**Jeremy Scott Is A TV Doctor Promoting "FASHION" Pills**



A man with dark hair, wearing a white lab coat over a dark polo shirt, stands in the foreground holding a white clipboard. He is looking directly at the camera with a neutral expression. The background is a blurred, purple-tinted image of a large crowd of people, suggesting a community or public event. The overall tone is professional and community-oriented.

**Methadone Clinic of East Texas**  
**Locations in Tyler & Waskom**  
**(903) 520 - 4710**



NDC 0004-0800-85



**TAMIFLU<sup>TM</sup>**

(oseltamivir phosphate) Capsules

**75 mg**

Each capsule contains oseltamivir phosphate equivalent to 75 mg oseltamivir (free base).

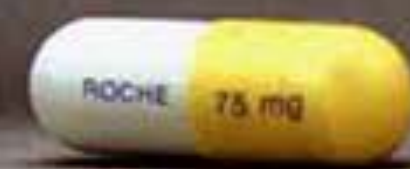
**10 Capsules**



**R<sub>x</sub> only.**

To Open Lift This Flap

LOT  
EXP.





## SCRIPT

JEREMY SCOTT is dressed as a doctor holding up a packaging for a pill based product called "FASHION" while he lists a bunch of satirical side effects, such as "Success, Narcissism, Compliments, Megalomania..." etc.



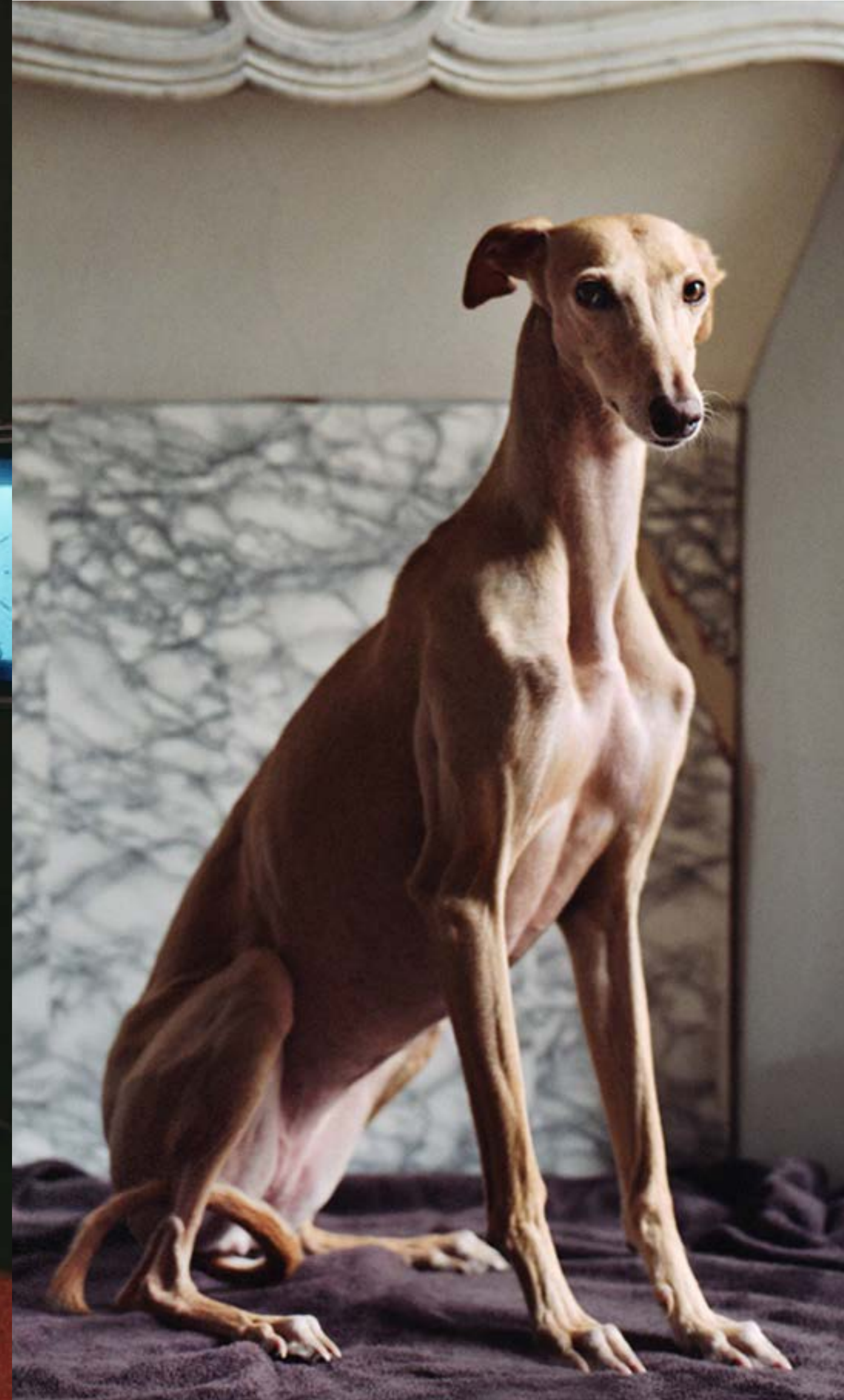
# DOG TV

**An endless loop of Dogs watching Dogs on TV**















## SCRIPT

*The camera seamlessly pulls back through four different sets, with the previous one ending up as a scene playing on a TV screen in the next one. A TV in a TV in a TV in a TV... The look is highly stylized like a fashion editorial.*

We open on a beautiful dog turning in slow-motion as a windmachine blows into its fur.

The camera pulls back to reveal the dog on a TV being watched by a a pair of dogs in a sofa.

Our camera continues to move backward to reveal the two dogs now playing on a screen in yet another setting. And so on.



# SPONGEBOB MOVIE

Jeremy Scott transforms into Spongebob Squarepants







## SCRIPT

Jeremy Scott transforms in to a 3D version of Spongebob Squarepants. It is a fantastic transformation scene where Jeremy Scotts eyes, mouth and nose grow and change into Spongebob Squarepants.

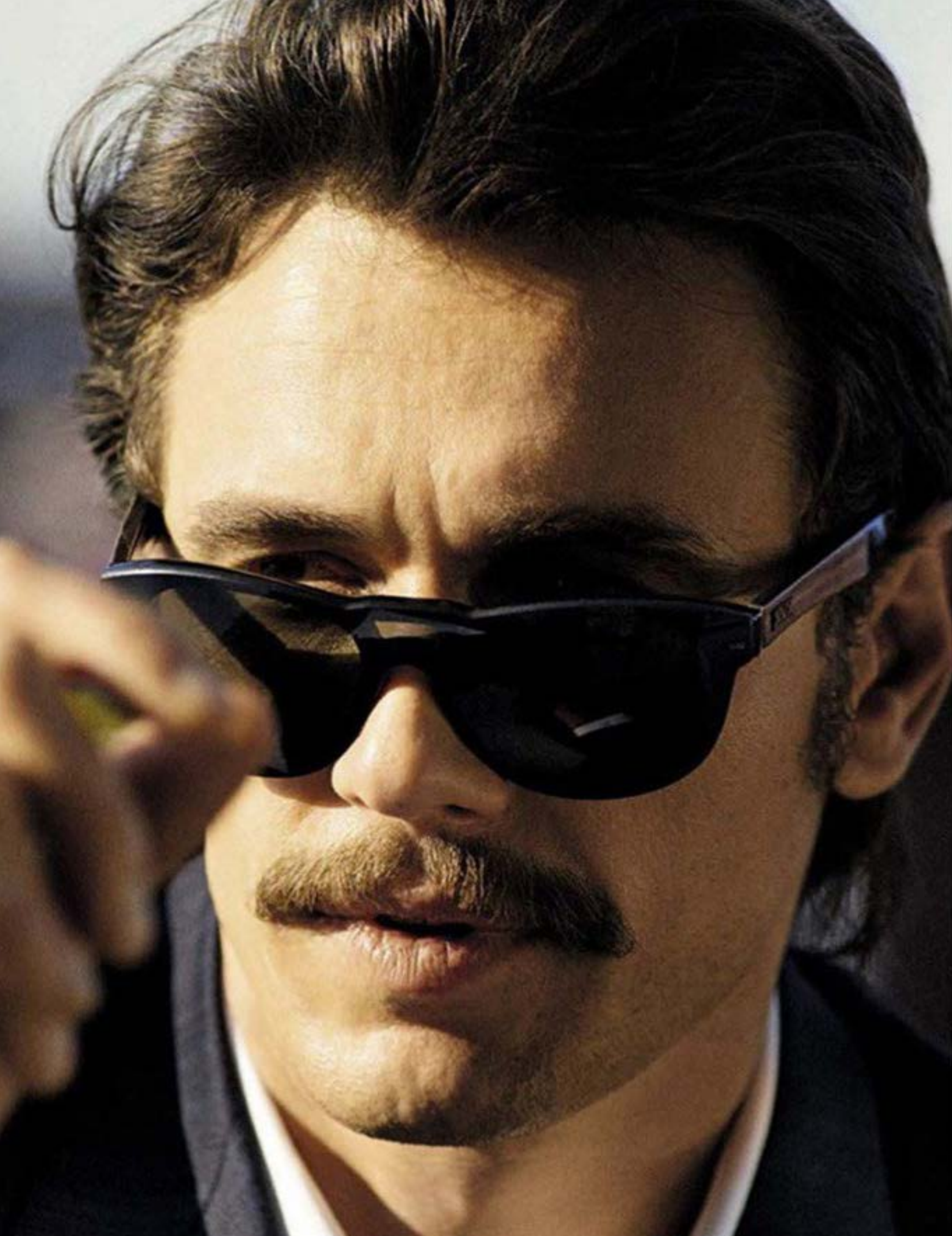
His outfit falls to the ground, as Spongebob Squarepants jumps out of the collar!



# JEREMY SCOTT BIOPIC

James Franco stars as Jeremy Scott







SCRIPT

Jeremy Scott is looking through sketches presented to him by an assistant.

JEREMY SCOTT

Love it, love it...

He stops at a sketch of the Empire State building covered in a lavish dress.

JEREMY SCOTT

No! Make it bigger.

Two male models enter wearing the latest swimwear collection.

JEREMY SCOTT

Can we make that sixpack  
a twelvepack? Thaank you!



# HOSPITAL SERIES

**Jeremy Scott Giving Birth To Himself Surrounded By Jeremy Scott husband,  
Jeremy Scott As A Doctor And Jeremy Scott Nurses**







# WRESTLING

**Jeremy Scott Wrestling With Jeremy Scott And A Jeremy Scott Referee Keeping  
An Eye On The Fight being filmed By A Jeremy Scott Cameraman  
In Front of A Full Jeremy Scott Audience**







# CLAYMATION

**A clay animation with a fun scenery of goofy characters transforming into MOSCHINO  
or Jeremy Scott with the help of stop-motion magic.**



