

Tramp

see what these girls do for fun. ~~wi-fi!~~

LOOKBOOK

A HALF HOUR COMEDY

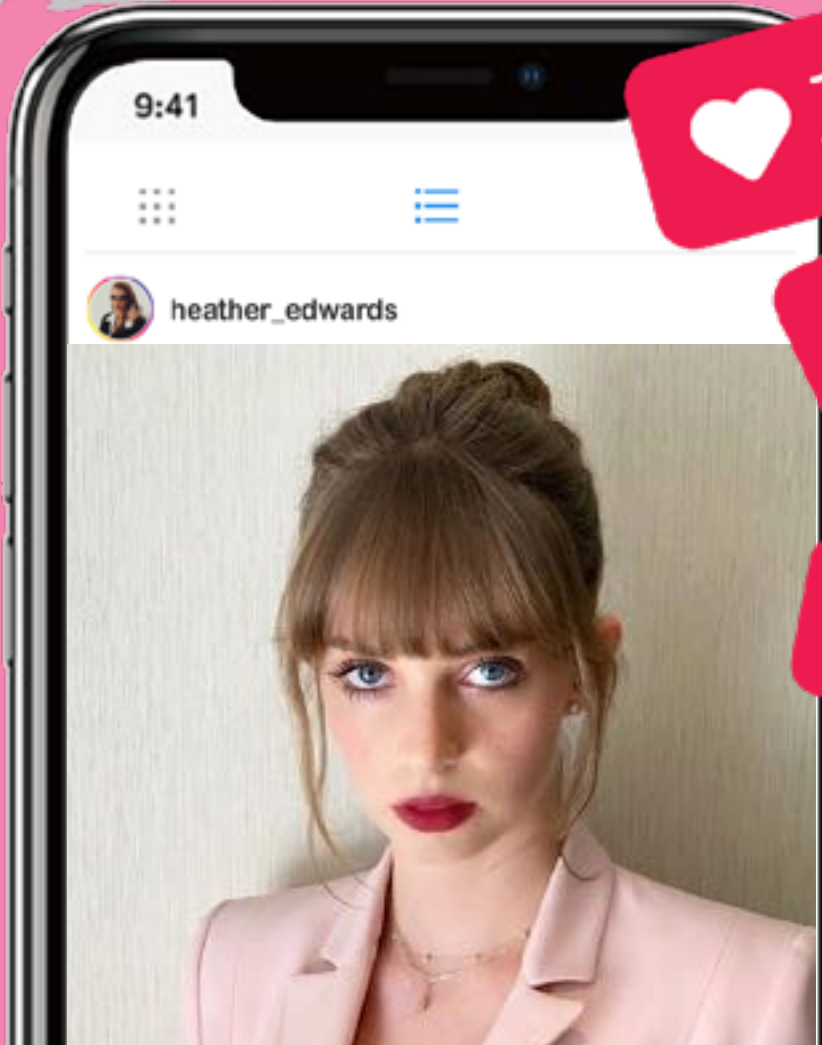


AUGUST 2022
BELLA CHOI MADE PRODUCTIONS



Tramp

see what these girls do for fun. ~~Wi-Fi!~~



3,423,460



2,380,150



Logline

A wealthy debutante Instagrammer is forced to check into a women's digital detox center, causing havoc as she tries to maintain her online popularity.

Demo/Audience

16+ Female-skewing

Comps



Bella Choi Made Production



Helena's Wellness Centre
Santa Barbara County, CA



Reserve

Call

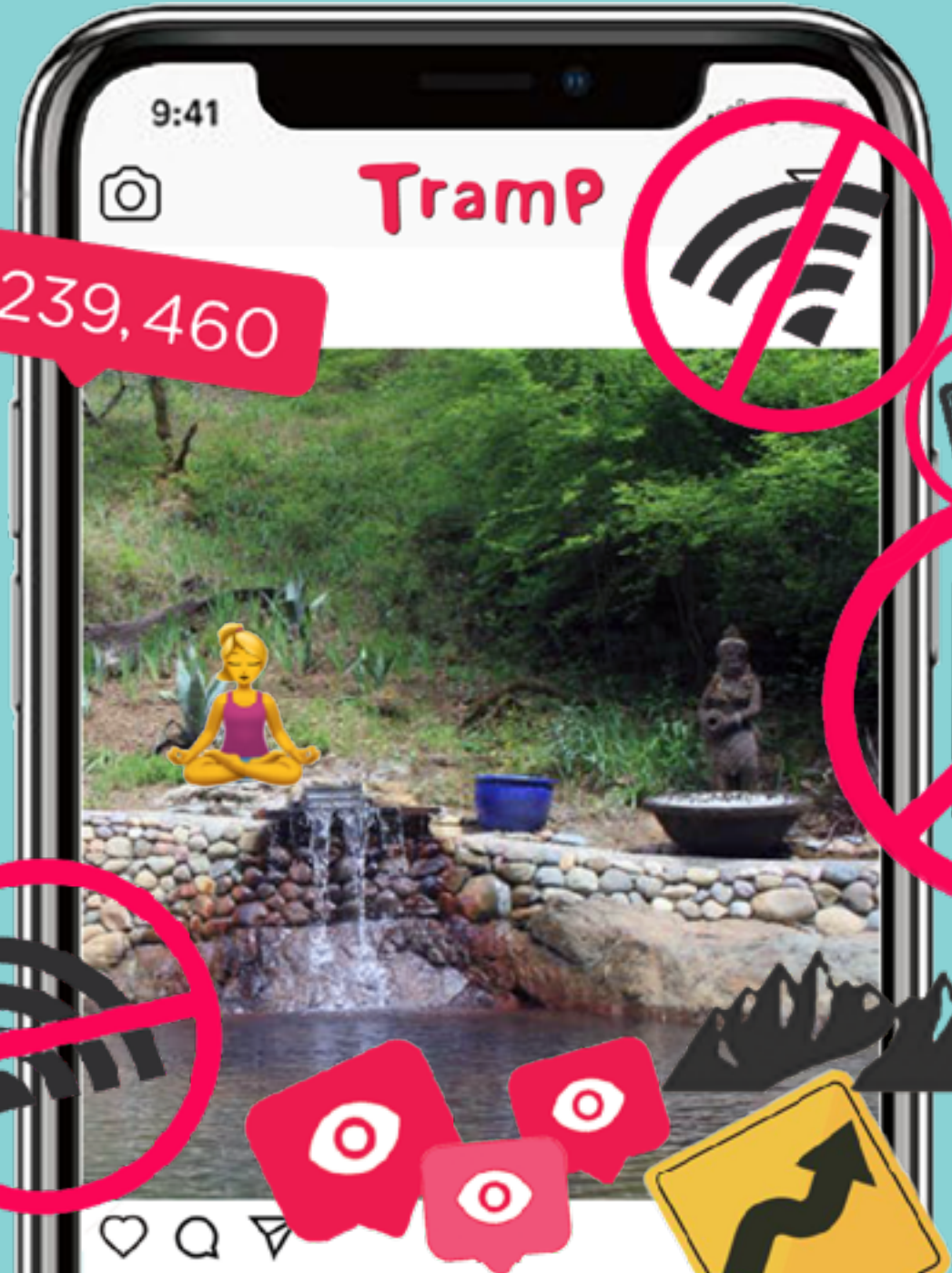
Directions

#The_Pilot_Story

A wealthy debutante Instagrammer, Heather Edwards, checks into a surreal digital detox center to hang on to her trust fund after her conservative banker father issues an ultimatum. Her arrival at the center creates digital and IRL chaos as she tries to maintain her 50+ millions of followers inside a WiFi dead zone of 400 acres. Stuck inside the 'Peaceful Disconnect to Reconnect' wilderness landscape at Helena's Wellness Center, Heather has to resort to EXTREME measures and ENLIST unlikely allies — Jo (the Center hack-nutritionist), Derrienne (an opportunistic Center employee) and the geeky programming wiz Lucy (her die-hard #1 fan) — to gain the upper hand against her father and his young 4th wife — Gwen. Heather's **ULTIMATE GOAL**: to get to 100 MM followers and be on the Forbes List in her own right.

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239,460





Tramp



Heather_Edwards (18)

Debutante Influencer // Celebutante Extraordinaire
Bio

#DropDeadGorgeous

#ClassicBlueBlood

#Heiress2b

#RaisedByAnArmyofNannies

#MomsTragicAccident

#A-ListFollowers

#Mygirl @Mo_John

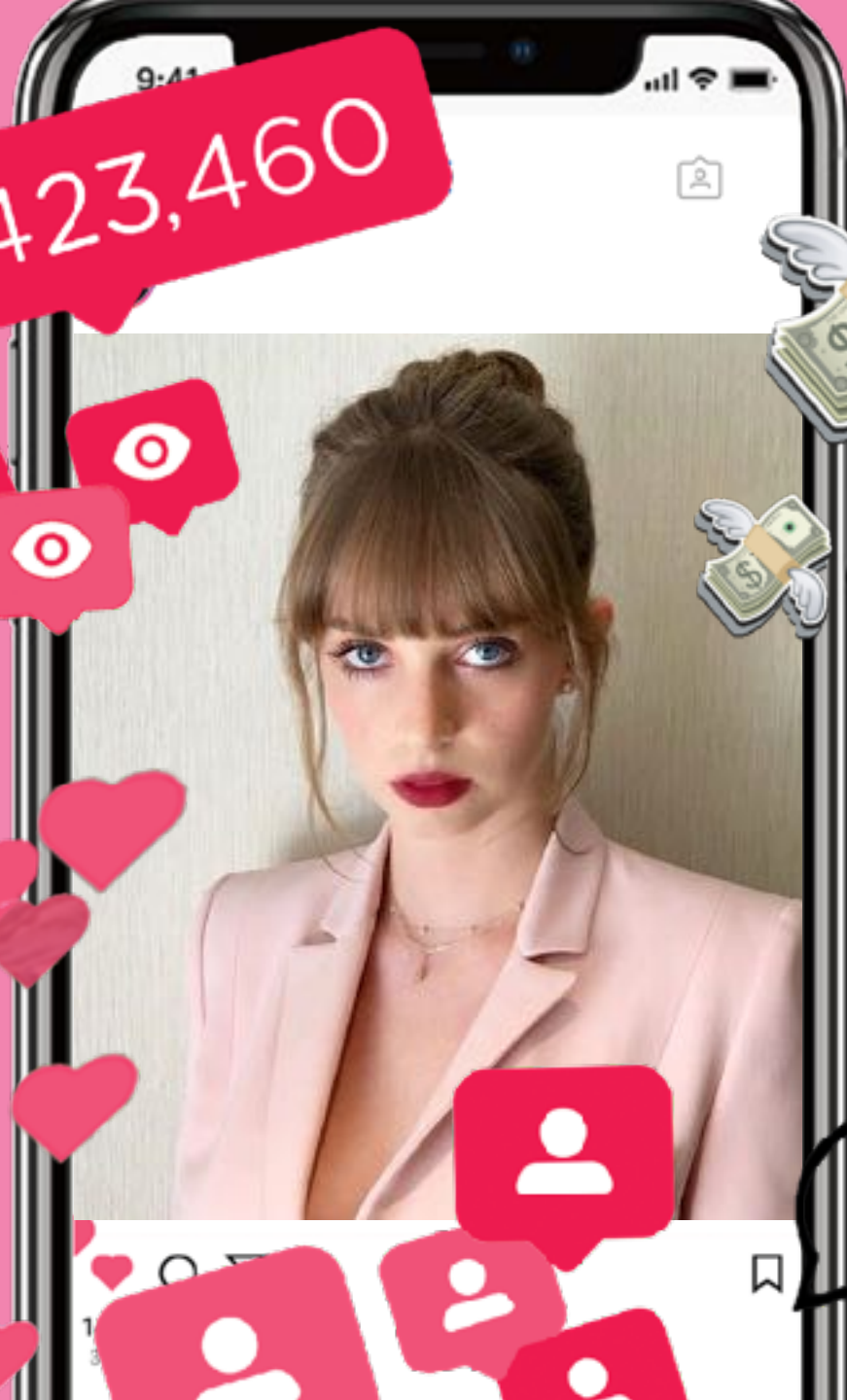
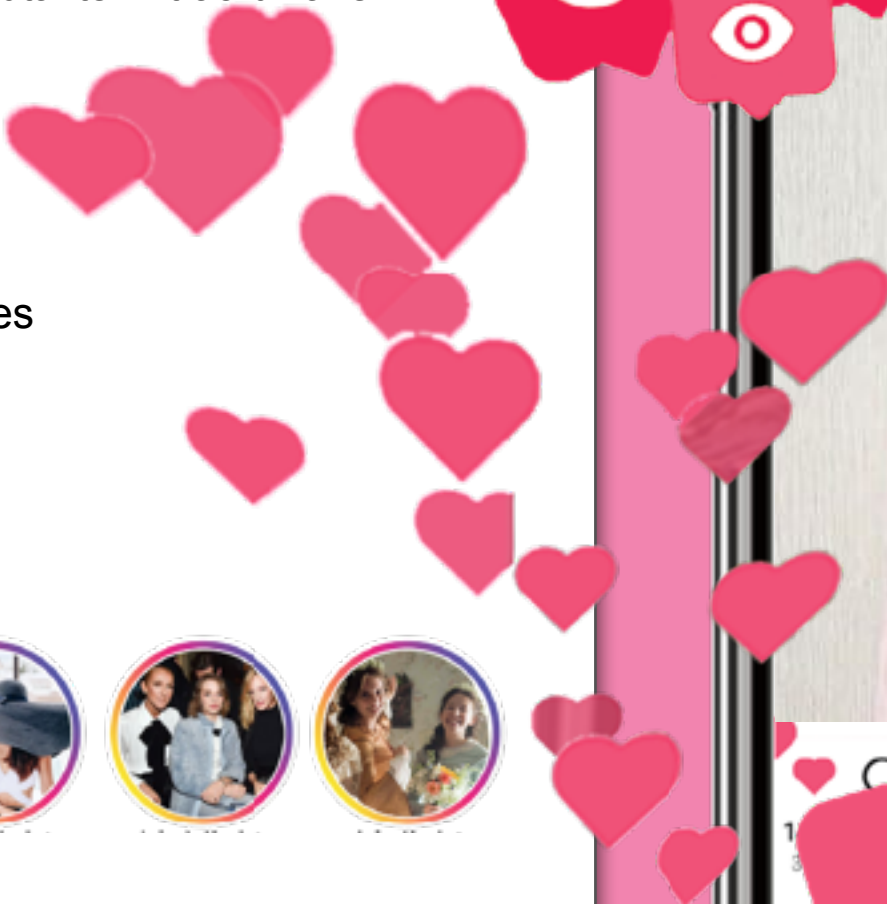
#Fortune500HereICome



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2,380,150

3,423,460





Tramp



Inspiration for Helena: Dolly Parton

The Women Of The Wellness Cent



153 posts

1,567 followers

872 following

Message



95 posts

350 followers

following

Message



Jo_Cha (20s)

Nutritionalist @Helen's_Wellness // C-grade WWF Wrestler Bio

Need to lose 5-pounds in 48 hours? Need to get biceps & that gluteus maximus super-oily & glistening?

I've got you covered! My therapeutic TCM YouTube videos will keep you healthy and toned!

#TryMyColonicsNow
#FreeTrialForCenterLadies



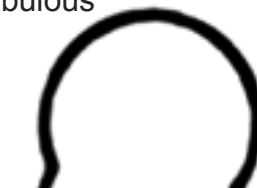
Helena_Hutchinson (late 60s)

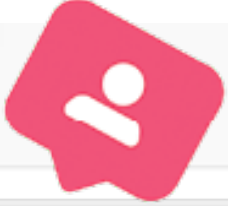
Entrepreneur // Founder @Helen's_Wellness Bio

They call me The Grande Dame of the Wellness Subculture.

- * I have impeccable taste and know how to manipulate people to do things for me while thinking it's their idea.
- * My Wellness Center has performed way beyond expectations, and I'm recalibrating the profit model on a weekly basis.

#SingleButThrice-married
#SkeletonsInTheCloset
#NEVERAskMeAboutMyDeadHusbands
#RumorsAndGossip
#CanIHelpButBeFabulous





Tramp



The Women Of The Wellness Center

95

350
followers

46
following



Derrienne_Hamilton (20s)

Creative Accountant [@Helen's_Wellness](#)

Hating on the 1%, but desperately craving to be a member, I am an upwardly-mobile woman out to make a few bucks.

- #CaribbeanImmigrantMomandDaughter
- #ItsComplicated
- #MyGoFundMeFailed
- #NoMoneyMoProblems
- #SideHustleQueen
- #NeedWiFiComeSeeMe



Lucy_Sykes (19)

App Developer
(They/theirs)
Bio

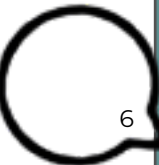
I am a pioneer of the "3rd gender" — don't insult me by asking what that means.

My passions: Coding, Selling my X-otic App

Some may say I'm funny-looking and unkempt, but I love my insects (alive or dead, it's all good).

My super-crush Heather just rocked my world, enrolling at Helena's Center, so I hacked myself a spot!

- #WinningExceptThatIAlwaysLose
- #BugsAreSexy
- [@Heather_Edwards](#) #YourNewBestie



Heather's "Family"

Inspiration for Gerald: Bradley Whitford

Gerald Edwards (60)

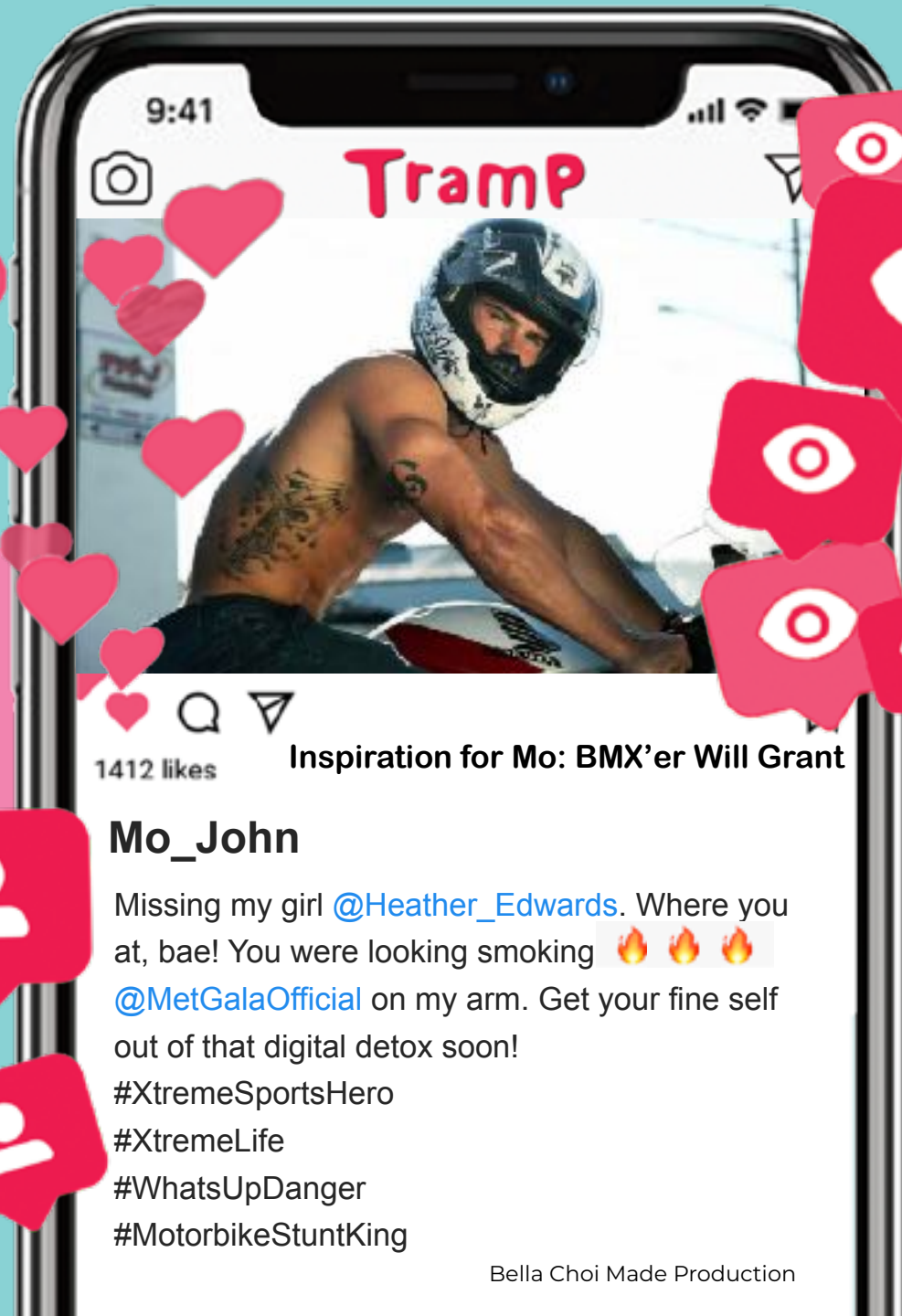
A banker extraordinaire to a dodgy set of clients, most of whom remain anonymous (PANAMA PAPERS, ANYONE?), Gerald sits at the top of the Trump Towers, running his financial empire. When his only child, Heather, stirs up humiliating incidents as an exhibitionist Instagrammer, Gerald gives her an ultimatum: give up her social media profile and activities or be cut out of the will and trust fund forever.



Gwendoline (Gwen) Edwards (25)

Gerald's, fourth wife (25 years his junior), Gwen professes to be Amish in her refusal to participate in that 'vanity inducing- narcissistic quagmire' of social media, having never opened a single account. Prim, dutiful, and the "perfect housewife," Gwen spends her time on Fifth Avenue looking at the \$2500 strollers she will buy ONCE she finally manages to get pregnant. But Heather — only 7 years younger than Gwen — threatens the future she's mapped out to inherit Gerald's vast real estate holdings and his off-shore stash of money. Gwen will do anything to EXCISE Heather out of their lives forever, and INDEED it was her idea to check Heather into Helena's Wellness Center.

Inspiration for Gwen: Amanda Seyfried



Tramp is a half-hour series, set in the digital detox center for the first season and then moving into other scenarios with the key characters in future seasons. First season will have 8 half-hour eps.

FRENEMIES



Heather's arch nemesis and former Brearley School classmate, Rachael Bloom is one of the most celebrated supermom bloggers with Mother-earth style on the Internet. With over 30 MM followers on Instagram, her goal is to overtake her private school nemesis, Heather... she's still smarting from a humiliating prank Heather played on her when she was a chubby 16-year-old. When Rachael starts to strategically leverage Heather's digital BLACKOUT to increase her followers, Heather must enlist the help of Jo & Derrienne to stop Rachael by any means necessary.

MARRIAGE OF CONVENIENCE?



Heather's bizarre made-for-camera/posting relationship with Mo John is suddenly on the rocks once she is stuck in the Center with no outside communication. Heather recalls his weird frigid sexual behavior in real life and wonders if he is no different from that gay A-list actor that she is 'secretly engaged to'— PR Release and simultaneous Social Media LAUNCH/AMPLIFICATION ready to go ONCE she hits the contracted 100 million followers. She tries to make sure she has Mo as back-up should she not hit the 100+ million follower mark.

COLONIC-TONICS

Jo scams the Center's digital addicts by offering 'supplements and upgrades'— both real and digital. The REAL are herbal drinks she has concocted from all the Youtube tutorials she has watched. The DIGITAL are footage from different locations like aspirational African safaris and other FAR-FLUNG destinations on Lucy's X-otic Apps that allow one to fake an exciting social media life while being treated at the Center. However, a software glitch creates an embarrassing incident for one of the clients that has Jo scrambling until she discovers that Lucy, the app developer, is checked in at the Center. Jo convinces Lucy to troubleshoot the problem and eventually expand their offerings!

BABY MAMA

Gwen's increasingly impossible task of getting pregnant, forces her to resort to weird, surreptitious tactics, including visiting Heather at the Center to extract a sample of her DNA. For what purpose, we don't know. But it backfires as the DNA she gets is not Heather's but someone else.



CASH COW

As the Center's popularity grows (caused by the tremendous publicity from Heather's enrollment), Helena decides to increase the revenue stream by creating a DROP-IN day program, with its revolving door of desperate characters that interact with the Center residents. Things turn serious, however, when rumors start circulating that the Center has been founded on a former toxic dumpsite, helped along by RUSS, the pesky and nosy, shotgun bearing farmer who owns the land adjacent to the Center. Helena shows her true colors and takes on an aggressive, ILLEGAL, no-holds barred approach to obliterate any detrimental gossip before it does any damage to her Center.



ICE ICE BABY

Jo's WWF wrestler background comes to light when Lucy unearths Jo's lost digital archives. We learn how Jo Cha met Javier, the Center's food supplier (who also happens to be her former groupie). When Jo and Derrienne's Tramp WiFi and smuggled tech side hustle experiences a major disruption via an ICE raid called in by none other than Russ, Javier has to hastily relocate his extended family who have been living on the grounds. The best cover: enroll them in the Center as digital addicts immediately. Jo orchestrates the scheme but can they hoodwink ICE AND Russ?



MATA HARI

Heather and the Center girls unearth Gwen's wicked plan to kill Heather in a fake accident against the electric fence (that separates Russ's land from Helena's). To make things worse, they learn that Helena is collaborating/blackmailing Gwen to make this happen SO she could secure another \$30 million into her private Swiss bank account. How can they undo Gwen's diabolical endgame to secure the entire Edwards' fortune? How does Gwen know so much about Helena's three dead husbands? Heather and the Center Girls wage the ULTIMATE FIGHT to take down Helena & Gwen.



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see what these girls do for fun. ~~fun.~~
wi-fi!



Messages Intercepted

Voila! Here's your private suite:
Home away from home! Your
private patio hot tub is pre-heated.
All GOOP products, naturally. And...
500 thread-count Egyptian cotton.



I take it these are the... "standard issue
uniforms." Do they come in a color other than
beige?!



Yup! They're so comfortable! No pockets
needed when you don't have any devices to
tuck into them, AM I RIGHT?!



Is it rosé thirty yet?
Hashtag, all the wine...



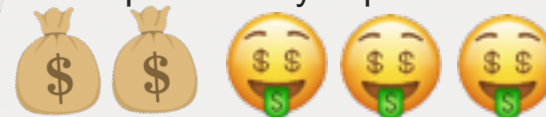
You must be the Insta-famous Heather
Edwards... I only speak the truth. Because
of you we have ten times the usual number
of applications to the Center.

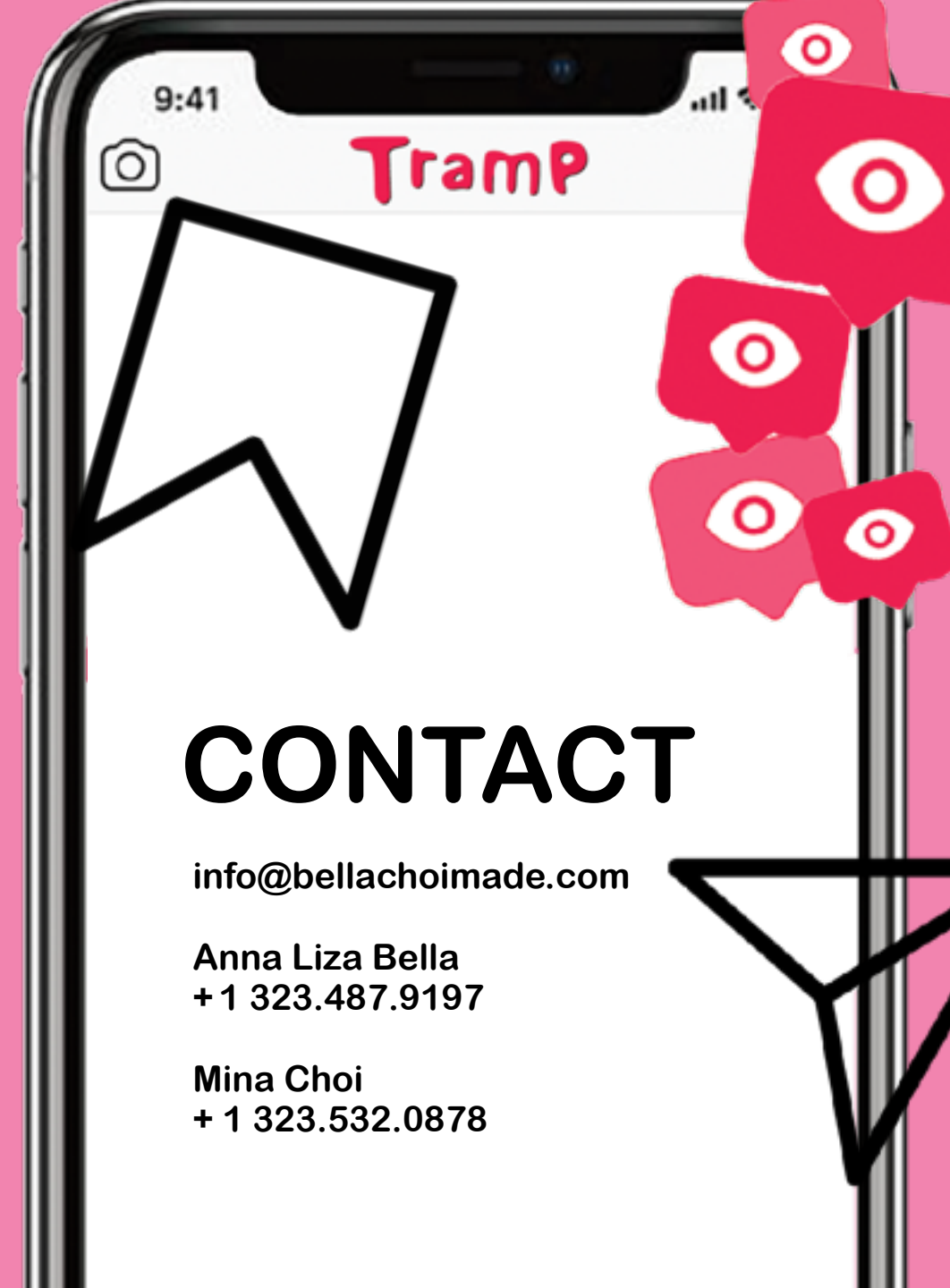


I CAN inspire people to do stupid things...
I'm experiencing a slight allergy to the clothing
they've issued me and I was told you had the
BIO LIQUID.



"Bio Liquid" is very expensive. Imported from the UK. Cash only.





Tramp

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D I G I T A L

D E T O X





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made