



Reinvent your old clothes!

Fun, fashionable & eco-friendly!



RUNWAY IN MY CLOSET

Developed by Armoza Formats in partnership with VIASAT3

Genre: Daily Stripped Styling Competition

Timeslot: 60 minutes

Broadcaster: VIASAT3

Country of Broadcast: Hungary

Producer: Paprika Latino

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We all know the feeling of staring at a full closet and yet still having nothing to wear - looking at clothes we no longer like or that no longer fit us. What if there was a way to turn your fashion disasters into fashion sensations?

'Runway in my Closet' is the daily stripped show that each week challenges 3 designers to turn shabby and worn items into chic outfits, competing against each other and putting their design skills to the test!

- 👗 **24% increase** in young female viewership
- 👗 **Sponsorship** opportunities
- 👗 **Cost-effective** - one location!
- 👗 **Unique** wardrobe bidding war element
- 👗 **Makes fashion accessible** - viewers inspired with new wardrobe ideas
- 👗 **Ordinary people** become models



HOW IT WORKS ?

- Each week, 3 new upcoming fashion designers compete head-to-head in a daily fashion challenge
- Every day they must create **3 great looks** in a **limited time** - using only the basic sewing tools, old clothes from their "model's" closet
- Their designs will be judged by a professional, a celebrity guest and the closet owner (model)
- *Day 1:* The designers participate in a **bidding war** to claim their closet, before meeting the closet owners - who will be their models for the week!
- Days 2, 3 & 4: The designers will create **a new look each day** - Day, Night and Special Event looks - using only the clothes from their model's closet
- Once their time is up, the studio will become a runway and the judges will rate each outfit. Only the viewers will see the score!
- At the end of the week, the best designer will be revealed!

'Runway in my Closet' brings a new twist to fashion!