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## **MTV and Pepsi Team Up On Original Reality Micro-Series “Fashion: The Life” To Kick Off Pepsi’s Choreography Can Campaign Fashion Stage**

**MTV Launches New Fashion Site [TheLookRightNow.com](http://TheLookRightNow.com) with Pepsi as Charter Sponsor**

**“Fashion: The Life” to Premiere during MTV’s “The Hills,” on MTV VOD, Virtual Hills, and [TheLookRightNow.com](http://TheLookRightNow.com) Beginning Monday, October 8<sup>th</sup>**

New York, NY – October 9, 2007 – As part of MTV’s continuing strategy to experiment and create new commercial experiences for viewers, MTV and Pepsi are teaming up to present the original reality micro-series “Fashion: The Life,” as part of the fashion stage of Pepsi’s global brand restyle campaign, and launch MTV’s new fashion vertical – TheLookRightNow.com. Beginning October 8th, “Fashion: The Life” will be showcased across MTV’s “The Hills,” MTV VOD and the Virtual Hills, in addition to TheLookRightNow.com.

Co-developed by FreedomZone, the microseries focuses on three up and coming fashion designers – Danny Shaw, Steve Aoki, and Luam from Wildchild Nation – as they make their way to the MAGIC trade show in Las Vegas. Danny designs the Pepsi’s PepsiStyle line of apparel. Steve, who is also a pro DJ, is the scion of Benihana founder Rocky Aoki and is the brother of model Devon Aoki. Luam is a cool, no-nonsense designer/choreographer based in Harlem who is a co-founder of Wildchild Nation ([www.wildchildnation.com](http://www.wildchildnation.com)).

“Fashion: The Life” will be promoted on air via 1:00-2:00 minute podbusters during MTV’s popular series “The Hills” that airs weekly on Mondays from 10PM – 10:30pm (ET/PT), and will leverage Pepsi’s sponsorship of MTV’s fashion-forward, fashion-related series’. The podbusters will then drive to the full episodes on MTV’s new fashion site, [www.thelookrightnow.com](http://www.thelookrightnow.com), that will play out in eight 3:00-10:00 minute episodes. On the site, the series will live in its own co-branded section, including portfolios, profile videos, and more from Shaw, Aoki and Keflezgy.

MTV Networks’ Virtual Hills virtual world, available at <http://www.thehills.mtv.com>, will get a high-fashion make-over with viewers able to meet and greet with the designers featured in the campaign. Additionally, their bios, headshots and fashion sketches will be available in-world for users to vote for the designer with the best designs. The winning fashion designer will be the guest of honor at a “Fashion: The Life” virtual party held at a club in Virtual Hills. Virtual versions of the designer’s clothing line will be incorporated into the Virtual Hills fashion pages and available for purchase in-world.

The micro-series will also be available on MTV VOD – appended to various pieces of “The Hills” on-demand content – and will live in perpetuity as bonus content on “The Hills” Season 3 DVD. Integration begins across all platforms from 10/8 through 11/26.

And as the charter sponsor, Pepsi will bring its brand attributes of cool, inspiring and trendsetting to life on MTV’s new fashion site, a user-driven fashion, style and trend online experience.



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TheLookRightNow.com will give a snapshot at any given moment of what's hot in fashion as dictated by MTV's audience, the most fashionable people in the world.

At launch, budding stylists will create their own virtual runway by posting fashions on their personal "My Closet" page, and access ideas and new trends from others in the community. Constantly changing and ever evolving based on feedback from other users, the "Latest Looks" wall on the homepage will track the most-up-to-date trends in fashion at that precise moment and will reveal what's about to be hot.

In the next few weeks, new features will be rolled out on the site, including a "Rate This Look" feature that will solicit feedback from the community. The fashions that rise to the top will be placed on the innovative "Latest Looks" wall and tracked by a ratings system that will move the outfits up *or* move them out. The outfit that has the highest amount of activity will receive its own cover shot on the homepage as "The Look Right Now."

And since no fashionista wants to be alone, young stylists will be able to connect with other fashion artists with the "I Like Your Style" feature that adds them to their profiles, allows a one-on-one back and forth to seek advice, and the ability to snag inspiring outfits from other members of the community for themselves. The users with the most active, most styled, most uploaded and most rated profile pages will live in infamy when they are named "Fashion Icons" on the site.

In addition, Pepsi will add promotional support to the program by way of their *Pepsi Xtras* newsletter, in addition to a Web site listed on over 500 million cans which will direct consumers to the online experience. Which will both serve as a way for users to enter to win "The Hills" Season 3 DVD and direct their subscribers to the dedicated "Fashion: The Life" page on [www.thelookrightnow.com](http://www.thelookrightnow.com). "Fashion: The Life" will also have a presence on [www.pepsibydesign.com](http://www.pepsibydesign.com), which will be displayed on 500 million cans.

### **About Wildchild Nation**

Wildchild Nation (WCN) is a premier lifestyle apparel company founded by Luam, Traci Copeland, and Marc David, based in New York, NY. WCN is the parent company to clothing brands *Wildchild*, *Love Understands All Music* (L.U.A.M.), and the *WCN Signature Series*.

The *Wildchild* collection is a high-end line focused on the urban contemporary and streetwear markets with premium blazers, jackets, reversible hoodies, etc. Fashions for the *L.U.A.M.* line are more streetwear-centric with colorful designs using metallic and graphic elements on hoodies, tees, tanks, jackets, and vests. WCN recently launched the *Wildchild Nation Signature Series* brand, reserved for partnerships with noted figures and celebrities to create custom, signature pieces. The first collaboration in *WCN's Signature Series* is with TV personality and artist Laurieann Gibson.

Wildchild Nation continues to focus on producing men's and women's quality, trend-right designs influenced by the Soho, urban, and vintage markets. In line with their mission, they push to revitalize their consumers into self-awareness and action, referring to the "Wildchild Movement" in which individuals are expected to explore their hidden ambitions and creativity.



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### **About Pepsi-Cola North America**

Purchase, N.Y.-based Pepsi-Cola North America ([www.pepsi.com](http://www.pepsi.com)) is the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada. Its U.S. brands include Pepsi, Mountain Dew, Aquafina, Sierra Mist, IZZE, SoBe, Mug, Tropicana Twister Soda, Tropicana Juice Drinks, Dole and Ocean Spray single-serve juices. The company also makes and markets North America's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks.

### **About FreedomZone, Inc.**

FreedomZone is an independent creative agency specializing in building integrated branded content programs since 1999.

### **About MTV**

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of which are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services. The network also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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