

A photograph of two men in a clothing store. The man on the left is wearing a blue and white checkered jacket. The man on the right is wearing a teal and pink patterned cardigan. The background is filled with clothing items and decorative elements, including a tiger head and a sign that says 'RAG'. The word 'GARMS' is overlaid in large, white, distressed font across the center of the image.

GARMS

PITCH BIBLE

Introduction

Two Men. One shop, they reckon they'll probably pull it off.

Enter... *"A wealthy, Trendy area, rife with tourists who want to stroll down Portobello Market, see Hugh Grant's house and most importantly, spend their money on weird shit."*

'GARMS' follows the journey of a struggling vintage clothes store in Notting Hill as it undergoes a fresh, vibrant rebrand at the hands of a new boss-chick manager.



The World

Notting Hill is a diverse and prosperous area in the heart of West London, a community that has continued to thrive since the wind rush and a place that never ceases to win the hearts of locals and tourists alike.

With a long-standing monumental history, Notting Hill is often remembered for its colourful and immersive carnival experience every summer and the 1999 self-titled movie.

Our story 'GARMS' draws a more modern depiction of the area than anything previously seen in Film or television. At the helm of our world, we showcase the Diversity of the area, the harmony of localism and tourism, and the ever-changing Portobello road.



Our Characters

LEO (25) -

A neurotic self-proclaimed screenwriter, LEO has stayed working at The 'Ragyard' for six years in the hopes of achieving promotion. AMELIA eventually promotes LEO after showing off his sales and social capabilities, only to later demote him for failure to comply with her methods.

SEBS (27) -

A once failed model, SEBS finds himself stuck working at The 'Ragyard' clothes store daring to dream of more. Everything changes for SEBS when AMELIA takes over The 'Ragyard' as his career in fashion finally takes off, leading him on a journey of self-discovery.

AMELIA (28) -

A hardened and determined businesswoman. AMELIA secures funding from investors and later purchases The 'Ragyard' once formerly managed by her father HAMZA. AMELIA wishes to reinvent the business. However, her rivalry with her younger sister leads to the shocking unraveling of her past.

GABBY (26) -

A dedicated and stern fashion assistant, GABBY immediately meets SEBS and LEO with hostility after deeming them unworthy of their positions. GABBY identifies as 'Queer.' Over time, we learn more about her kindness despite the tough-love relationship with SEBS and LEO.



STORY & STRUCTURE

EPISODE I - PILOT

LEO & SEBS must prove themselves worthy of keeping their jobs when the clothes shop they work in falls under new management. The boys prevail, and LEO receives a promotion from AMELIA, the new manager. Meanwhile, conflict begins to brew between AMELIA and her sister ELIZABETH.

EPISODE II - MARKET MANIA

LEO & SEBS must work on AMELIA'S newly acquired market stand on the weekend. LEO throws a carnivalesque party to help boost publicity for the store. AMELIA is angered by this and demotes LEO back to being a regular staff member. AMELIA begins to receive anonymous riddles.

EPISODE III - CROSSROADS

The team unravels as SEBS pursues his newfound modeling work. LEO & GABBY start to bond as LEO prepares for a movie development meeting. A private Investigator learns more of AMELIA'S past. ELIZABETH watches from afar as things go according to her plan.

EPISODE IV - LAST STAND

A new competition threatens to absorb most of AMELIA'S newfound customers, the culprit, ELIZABETH. SEBS, LEO & GABBY must put aside their differences to ensure the shop's survival. AMELIA is found guilty for past crimes resulting in the closure of Ragyard. A new investor arrives on the scene months later with a proposition for LEO, GABBY, and SEBS.



Franchise Potential

Six months after the events in Episode 4 of the mini-series, SEBS, LEO & GABBY find themselves working ordinary 9-5 jobs again. LEO & GABBY show up at SEBS new job to break the news about an exciting new space offered to them with prospects of developing into their own clothing store, “GARMS.” The only downside is that the team must be prepared to step away from the beloved Portobello Road and enter the unpredictable world of Ladbroke Grove.

As the writers and creative directors of “GARMS”, we hope to establish a new storyline for our three main protagonists LEO, SEBS & GABBY. With new stories and challenges, the team are introduced to new fun and quirky characters, and aim to escape the clutches of new and old foes. The potential for new storylines and emerging characters is limitless.

We have yet to reveal the role of the mysterious new sponsor of the “GARMS” shop. We plan to attach distinguished and notable actors in the British Film & Tv Industry to help the profile of the show and counterbalance our main cast, allowing us the opportunity to show representation and diversity in the West London area as best as possible. We also aim to diversify our film crew and attach directors for various episodes from different backgrounds.

The next page contains an episode breakdown for a new season of “GARMS”, following the finale of our four-part mini-series. We are also prepared to re-film the mini series to expand on the world and any new supporting characters. The ideal running time for each episode would be 25-30 minutes.

The Future of ‘GARMS’

Episodic Breakdown

New Beginnings

The Garms team set up shop in Ladbroke Grove but cannot gain new touristic customers. The team is also troubled by an old acquaintance of Leo who is selling drugs outside of their shop. With the aid of former manager ‘HAMZA,’ The team must find a way to draw new customers and remove any hindering obstacles from their path.

The ‘B-TecTeam’

Business is booming for the Garms team after they overcame the tourism barrier by throwing an opening night party. SEBS & GABBY take the day to trial some recruits while LEO goes to lunch with a producer and potential star for his next Screenplay.

The Next Level

The ‘Garms’ team recruit two out of several trial shifters, EM & KALEB. Now they must step up and be prepared for day one of training with SEBS & LEO. GABBY’S old boss AMELIA reaches out to her after serving her prison sentence in a desperate attempt to reclaim her former glory. GABBY must decide where her loyalties lie. SEBS may have also stumbled across the love of his life. Time will tell.

Carnival

The ‘Garms’ team must close up shop for the Notting Hill Carnival. The team enjoys a fun day out bonding with one another, SEBS turns up in an unsettling costume, mistaking carnival for a fancy dress event.

Rejuvenation

The Garms team learns that a property inspector is eyeing up their street for the creation of a new landmark which threatens to destroy everything the team has created in Ladbroke Grove. EM & KALEB go undercover and create a performance to convince the Inspector otherwise. Meanwhile, SEBS undergoes a mid-life crisis trying to figure out the best way to approach the girl he likes.

No More Supply

The business continues to flourish. However, trade disputes risk the team losing their new supplier. In a desperate attempt to keep the shop afloat, LEO & SEBS approach an old nemesis who once competed with their former employer. The team finds a way to recycle old clothes and create a new buzz around the shop. GABBY mysteriously goes missing.

Where’s Gabby at?

SEBS & LEO can’t reach GABBY. An anonymous letter invites them to a warehouse where GABBY is hostage. The team faces off against ELIZABETH, an old adversary who will only release GABBY if the boys agree to part ways with the ‘Garms’ shop. AMELIA, the team’s ex-boss comes to the rescue and foil’s her sister’s plan.

Ceasefire or Retire

After successfully rescuing GABBY and putting ELIZABETH back behind bars, the sponsor for ‘GARMS’ pays a visit to the shop to see the team’s progress but gets more than he bargained for when AMELIA tries to seduce him and take ownership of the shop. The team enjoy a night of bowling to put aside their differences later. SEBS learns he will also become a dad.

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