

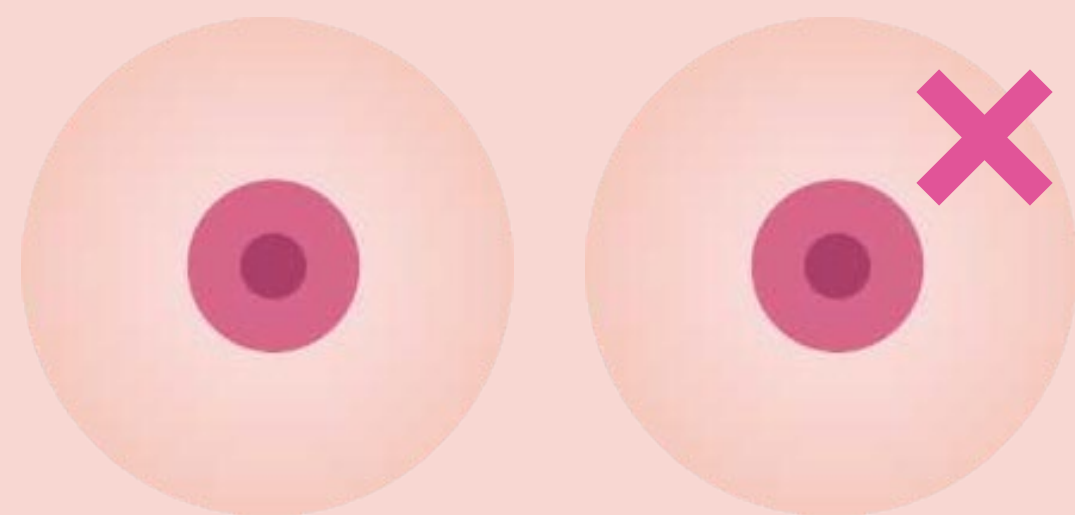
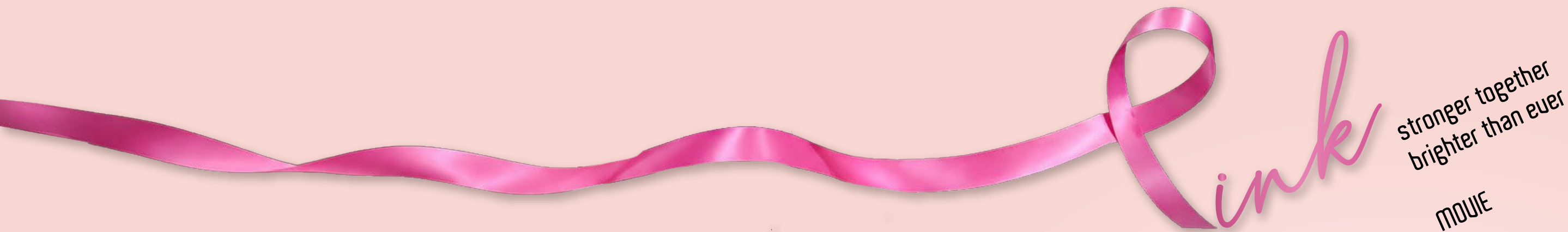


Pink
stronger together
brighter than ever
BASED ON A TRUE STORY

Pink is a film about survival and the
enduring nature of the human spirit.
But this is not a film about dying
from cancer.
It's a film about living with it.



BASED ON A TRUE STORY



LOGLINE

The story follows several characters navigating life, love, and the challenges brought on by cancer.

The central characters include **Sam**, a young woman preparing for her wedding, who discovers she has breast cancer. Sam's best friend, **Naz**, alongside her parents, **Matt** — her fiancé — and other family members, provide support throughout her journey.

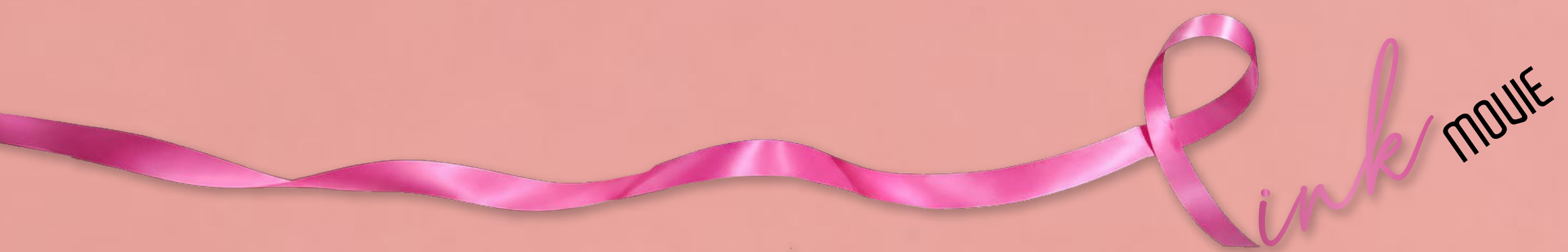
Though initially shaken by the diagnosis, Sam's experience leads her to participate in a fashion show raising awareness for breast cancer.

Sam struggles with the impact of the illness, fears of losing her hair, and jeopardizing her relationship with Matt. Her friendship with Naz is tested, especially after Sam's decision to prioritize her health over the wedding.

Another critical storyline follows **Jean**, an older woman who had a mastectomy decades earlier. Jean struggles with self-esteem issues stemming from her scars and a long-standing rift with her sister **Pamela** due to past betrayals. Their relationship is tested and eventually reconciled throughout the story, largely through their joint involvement in the fashion show.

Catherine, a businesswoman who organizes the fashion show, is a former beauty queen and cancer survivor herself. She hopes to make the participating women feel beautiful and empowered. Catherine's storyline involves her grappling with a cancer recurrence and the realization that she's facing the end of her life.

Frank, a builder and one of the few male breast cancer survivors, is convinced to take part in the fashion show, learning to embrace his experience despite the stigma and ridicule he fears from his coworkers.



A Story of Resilience, Beauty, and Survival.

Ordinary people of different ages and backgrounds come together to raise money for charity, reconnecting with loved ones, friends, and themselves through the transformative power of the fashion show.



Market Opportunity: The Untapped Uplifting Cancer Narrative

1. Audience Demand

Growing post-pandemic shift toward resilience and hope-driven health narratives.

2. Built-in Audience

Breast cancer affects 1 in 8 women, creating massive personal connection and market reach.

3. Market Gap

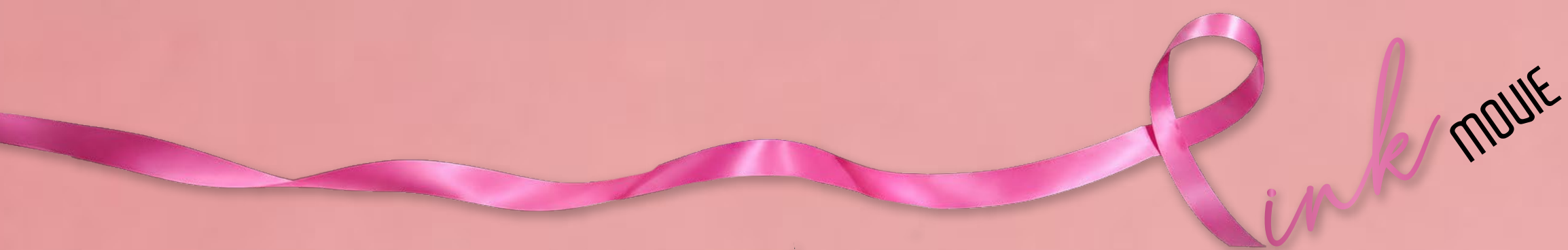
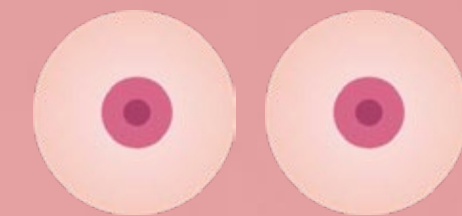
Most cancer films focus on tragedy; Pink uniquely focuses on empowerment and living.

4. Awards & Commercial Viability

Strong festival and awards potential combined with commercial appeal similar to Little Miss Sunshine meets The Fault in Our Stars.



Breast cancer affects
1 in 8 women



SCRIPTWRITER'S TREATMENT

When four people whose lives have been touched by breast cancer sign up to take part in a charity fashion show, their lives are changed forever.

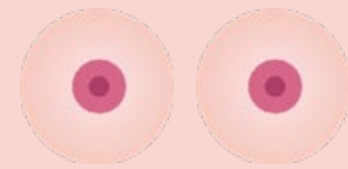
Project Pink is a film about survival and the enduring nature of the human spirit.
But this is not a film about dying from cancer.
It's a film about living with it.

*"You don't battle cancer.
You are the battleground."
— Danny Baker*

This is a story of ordinary people,
of different ages,
from different backgrounds,
living in different circumstances
coming together to raise money for charity.
Through taking part in this show
they reconnect with their loved ones,
with their friends and, above all, themselves.



Story Architecture: Interwoven Journeys of Transformation:



Act 1:

Disruption and Introduction

Sam's wedding preparation is disrupted by a breast cancer diagnosis. This catalyst introduces the ensemble cast, each facing their own internal battles and personal struggles, setting the foundation for interconnected narratives of vulnerability and hidden pain.



Act 2:

Parallel Conflicts and Recruitment

Characters are recruited for a fashion show. Parallel storylines explore fear, stigma, and fractured relationships: the Jean-Pamela conflict intensifies, Frank experiences isolation, and Catherine faces cancer recurrence. The ensemble grapples with their deepest anxieties.



Act 3:

Transformation and Empowerment

The fashion show becomes a climactic celebration of survival. Relationships heal, and characters reclaim power over their narratives. The emotional journey progresses from isolation and fear to community and empowerment, marking a collective triumph.

Diverse, Relatable, Award-Worthy Character Ensemble

pink MOVIE

The characters exist within one urban location — our version of **LONDON**.

They come from different areas and backgrounds and speak with different accents.



Sam 32 years

Bride-to-be in her 20s learning to prioritize survival over perfection. A coming-of-age story meets medical drama, navigating personal growth through adversity.



Catherine 40–50 years

Former beauty queen and organizer in her 40s–50s facing terminal recurrence. Embodying graceful strength and dignity in the face of life’s ultimate challenges.



Frank 50 years

Male survivor in his 40s–50s breaking stigma with an underrepresented perspective. Bringing authentic masculinity and resilience to the narrative



Jean 67–68 years

Facing decades-old scars and sister betrayal in her 60s. An arc of self-acceptance and forgiveness that inspires transformation and healing.



How We Tell It: Creative Approach & Narrative Style

The Concept

Ordinary people of different ages and backgrounds come together to raise money for charity, reconnecting with loved ones, friends, and themselves through the transformative power of the fashion show.

The Style

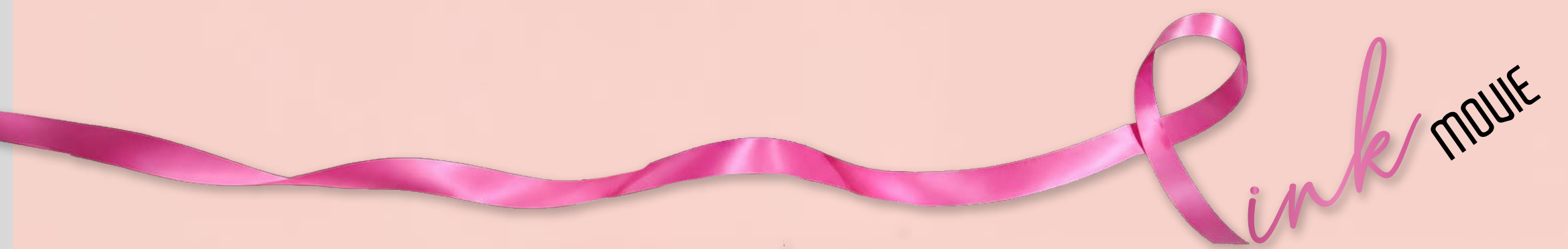
A warmhearted, character-driven narrative inspired by Calendar Girls and The Full Monty, but told with the sophisticated ensemble storytelling of Love Actually, Robert Altman, and Woody Allen.

The characters are real, though the style is slightly heightened.

The Structure

Organized as chapters rather than acts. Individual character stories unfold separately before converging twice, then moving together as one ensemble in the final chapter.





The Characters

Six equally weighted central characters with their own complete arcs. The camera moves between them effortlessly, investing in their stories, with conflicts and twists springing from their own situations rather than manufactured interactions.

The Setting

One urban location — our version of London — where characters from different neighborhoods speak with varied accents. The charity itself becomes a character, revealing the work it does beyond the show.

The core focus remains character relationships and transformation, not the mechanics of the fashion show itself.





Pink MOVIE

Target Audience & Commercial Viability

Primary Demographic

Women ages 25–55 with strong breast cancer awareness interest.

Secondary & Niche Audiences

Families, couples, male viewers through Frank's storyline, and LGBTQ+ audiences through inclusive casting.

Marketing Partnerships

Breast Cancer Awareness Month tie-ins, partnerships with the American Cancer Society and Susan G. Komen Foundation.

Partnership with thw Breast Cancer Now in UK with mailing list of 500,000.

Merchandising & Impact

A portion of proceeds donated to breast cancer research creates a strong social-impact marketing angle with international appeal through universal themes.

Market Positioning: Proven Success Formula



Box Office Comparables

- The Fault in Our Stars (\$307M worldwide)
- Wonder (\$306M)
- Five Feet Apart (\$92M)

Festival & Awards Potential

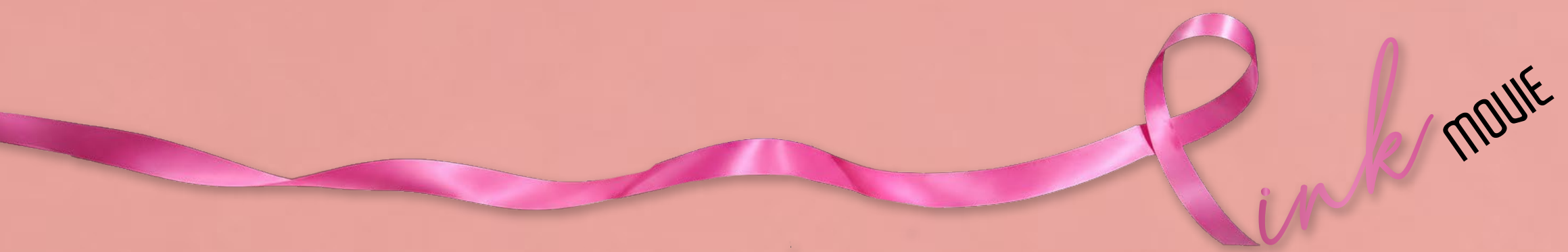
Sundance, TIFF, and Tribeca for indie credibility. Ensemble acting showcase, original screenplay, and costume design recognition opportunities.

Distribution Strategy

Theatrical run plus premium streaming release for broad platform appeal and acquisition.

Revenue Model

Modest mid-budget production with strong profit potential and social impact positioning. Cost-effective production with high commercial upside.



Core Premise

Pink follows interconnected lives of cancer survivors discovering strength through a transformative breast cancer awareness fashion show.

Central Hook

Young bride-to-be Sam's diagnosis becomes the catalyst for healing multiple broken relationships and empowering a community.

Unique Narrative Angle

The fashion show serves as a powerful metaphor for reclaiming identity and celebrating survival.

Thematic Focus

This is not a tragedy; it's an empowerment story about living fully with cancer.





Pink MOVIE

Visual Hook

Visual Spectacle

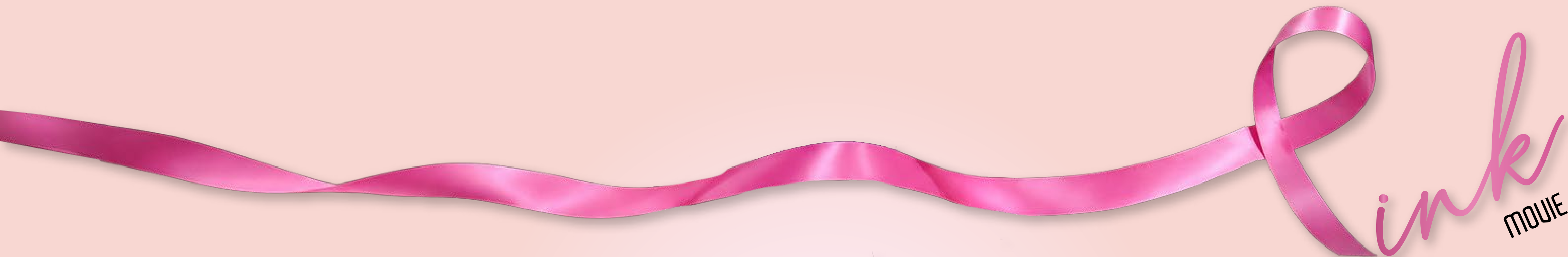
The breast cancer awareness fashion show transforms from concept into a breathtaking cinematic finale with stunning production design.

Visual Contrast

Clinical hospital environments contrast with vibrant, pink-lit runway celebrations, creating a powerful emotional arc.

Costume & Cinematography

Survivors model empowering designs celebrating their bodies and scars; intimate character moments are interwoven with bold runway sequences.



PINK: A Film That Changes Lives and Generates Returns

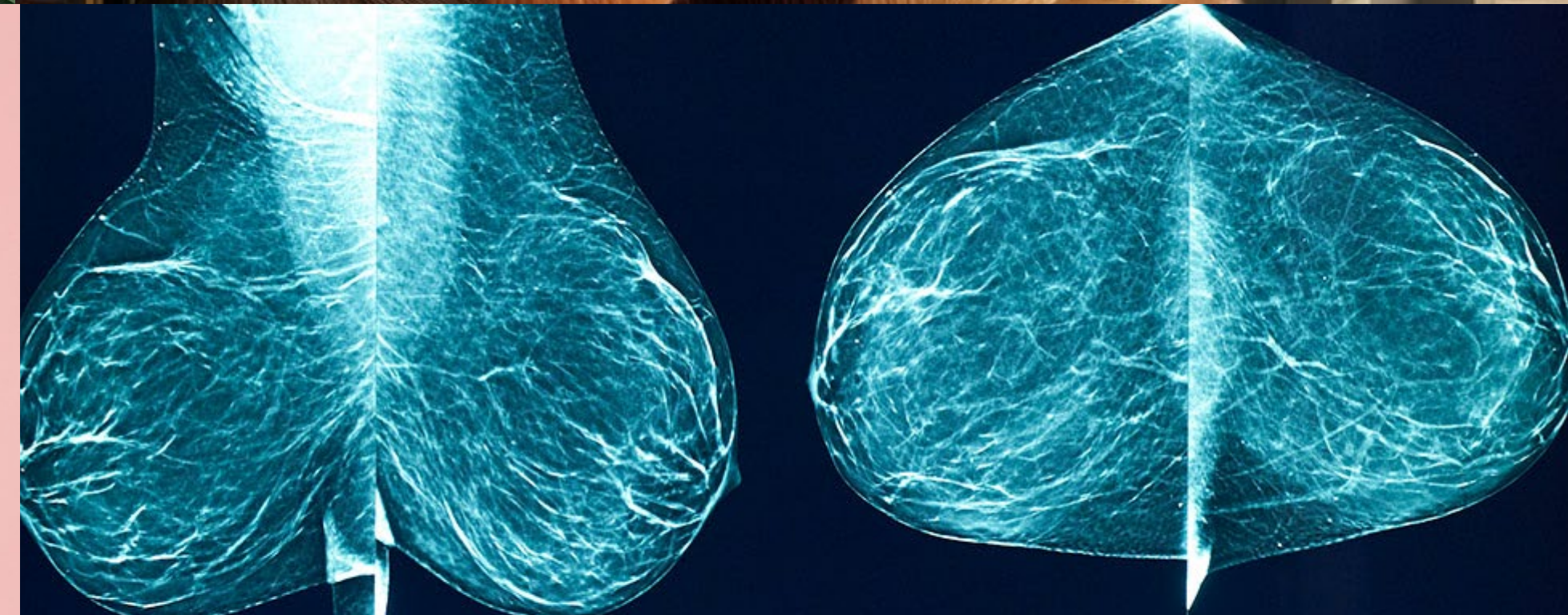
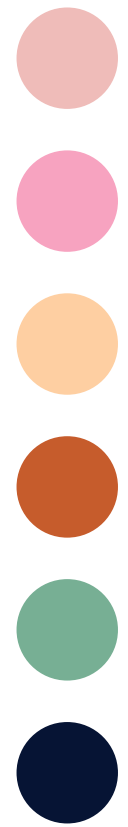
Investment Highlights

- Budget: \$8–10M mid-budget indie with festival potential
- Revenue Projections: \$40–60M domestic + international upside
- Social Impact: Committed portion of profits to breast cancer research

A rare combination of commercial viability, awards potential, and meaningful social impact.
A film that does well by doing good.

Let's Talk

Ready to be part of a film that changes lives while delivering returns.



Producer



Andy Buckley

Andy is a UK Supervising Location Manager and Executive Producer with over 15 years in film. His credits include the Kingsman franchise, Rocketman, Gladiator 2, and Guillermo del Toro's *Frankenstein*. In 2018, he executive produced the Oscar-shortlisted short *Sylvia* and brought *The King's Man* to Turin.

With a 23-year Royal Marines background, Andy excels in planning, leadership, and team collaboration, fostering strong relationships with top directors and producers.



Giulia Salvadori

Giulia Salvadori is a dynamic executive producer with over 30 years of international experience, transitioning from renowned line producing to executive oversight across film and TV. Fluent in English, Italian, and Spanish, she harnesses her global network to deliver high-impact production services, expertly managing scheduling, budgeting, script breakdowns, and incentives from regional funds worldwide to optimize value and efficiency.

A member of the UK Production Guild, Giulia's credits include line producing the Sky TV series *Devils* as well as the Amazon TV series *Jungle*.

Now stepping into executive producing, Giulia brings her signature friendly, relaxed, and efficient style—making her an invaluable te

Producer



www.smilingfoxproductions.co.uk

Smiling Fox is a production company with a strong international vocation, born from the merging of the Italian company Scrix Srl (2004 – 2013) and Smiling Fox Productions Ltd, active in the UK since 2013.

Our team recently welcomed Andy Buckley, a renowned location manager supervisor, who ensures the delivery of high-quality productions across the UK. His expertise is a significant asset to our already dynamic team.

Smiling Fox communicates effortlessly in English, Italian, and Spanish, and is well-integrated into the British multicultural production scene.

We have recently line produced the UK leg of the Sky TV series “Devils,” starring Patrick Dempsey, Alessandro Borghi, and Laia Costa and the Amazon TV series “Jungle”. Our portfolio also includes producing a few episodes of the TV series “Baciato dal Sole,” produced by Rai and shot in London and Kent, as well as the movie “The Trip to Italy,” directed by Michael Winterbottom for the BBC. Moreover, we’ve line produced the action movie “One Nenokkadine,” shot in Belfast and London, and the Hong Kong movie “To the Fore,” directed by Dante Lam.



IVY GATE FILMS

www.ivygatefilms.com

IVY GATE FILMS is a Guernsey-based film and television production and finance company. It engages in all stages of production, from concept and writing to casting, shooting, and financing.

Its projects have premiered in the UK and Guernsey, with global releases. Notable films include "Say Your Prayers" (starring Derek Jacobi, Anna Maxwell-Martin, Roger Allam, Harry Meling, Tom Brooke) and “Marooned Awakening” (featuring Murray McArthur, Tim McInnerny, Tilly Keeper). Currently "Albert", a folklore mystery thriller has completed and featured at several festivals winning a number of awards before general release.

Additionally, “Swap”, a feature-length drama-romantic mystery is set to shoot in June 2026 and the Christmas movie “O Little Town” directed by Claire McCarthy and starring Katie McGrath planned to start principal photography in November 2026.



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