



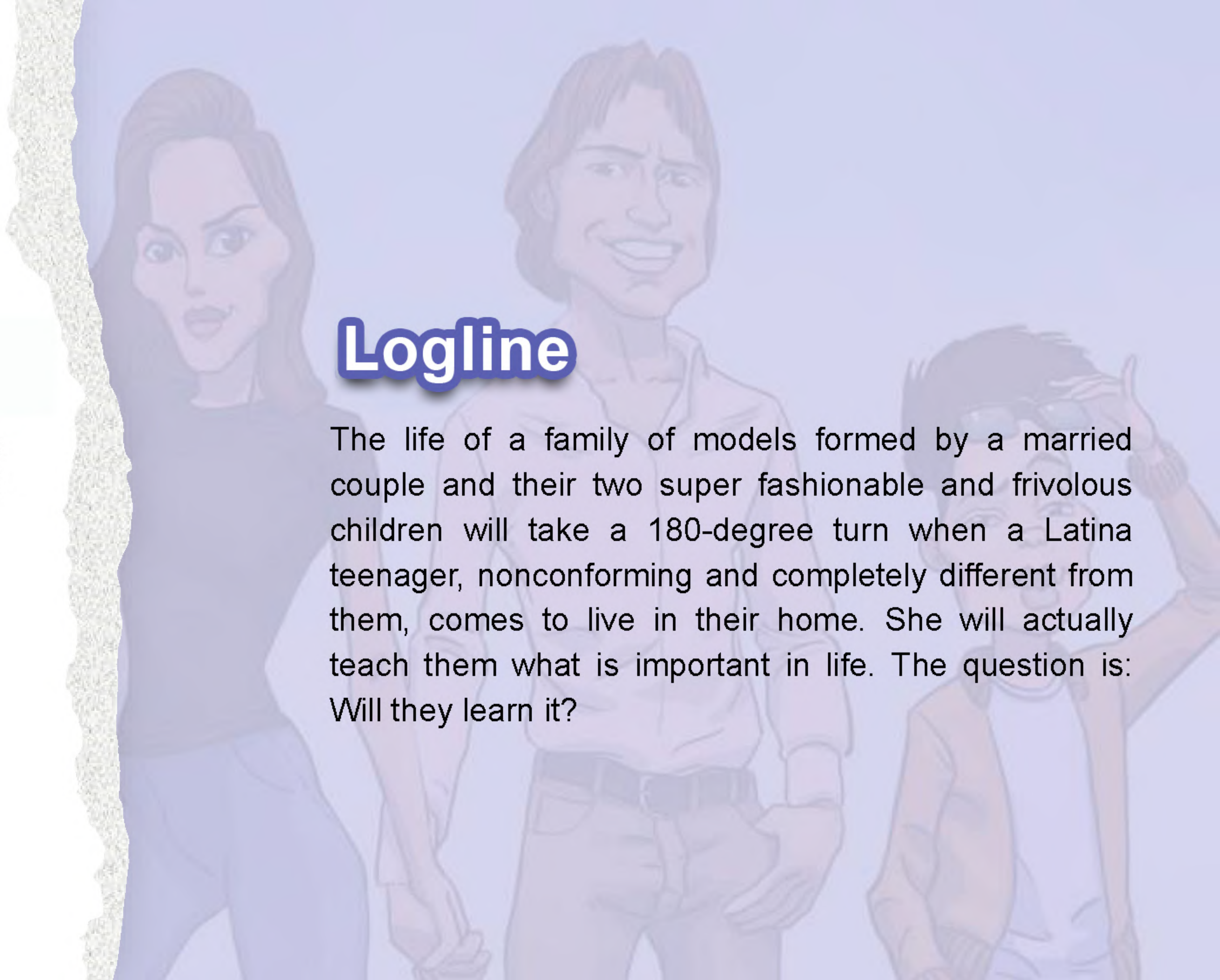
Model Family

Tagline

A family of models that is the opposite of a model family.

Logline

The life of a family of models formed by a married couple and their two super fashionable and frivolous children will take a 180-degree turn when a Latina teenager, nonconforming and completely different from them, comes to live in their home. She will actually teach them what is important in life. The question is: Will they learn it?



Synopsis

The animated series "Model Family" plays with the double meaning of the term "model". On the one hand, we have a family whose members are all extremely handsome and fashionable. The father is a super successful former model who decided to give up his profession when his children were born in order to devote himself to them. Because his wife was the one who earned the most money, he was the one who "sacrificed" his profession for the sake of family stability (it would be impossible to raise two children if both parents spent their lives going from airplane to airplane... and separately). In a way, he plays the role that women used to play. His wife is an internationally famous supermodel who is still active, although she now has to start competing with the young models who are already trying to take over her crown... and they don't have stretch marks yet.

The couple has two children... extremely handsome, fashionable and frivolous too. The eldest is 14 years old, and he can't understand how there are people different from them in the world. He believes that all of humanity should be fashionable too. The youngest, ten years old, is already an influencer-instagramer-tiktoker, quite popular with children, who is dying for a new follower. She dies... or kills.

The life of this wealthy family, full of whims, takes place between the mother's work, the house where the father is the boss, and the school the children attend. But their "perfect life" will be completely disrupted when Gaby, the 14-year-old daughter of the parents' best friend, whom they had lost track of years ago, suddenly appears at their house. Her mother has apparently died and has left in her will that the model parents... become her adoptive parents. After the initial shock, the couple will decide that they cannot fail the girl, especially now that she has been orphaned.

But Gaby is completely different from them. First of all, she is of Latin origin; secondly, she likes urban, trap music, and dressing according to her own rules without paying attention to fashion dictates; and third and most importantly, she comes from a family of modest means and, despite her apparent harshness, deep down she is an empathetic soul who knows what really matters in life. In other words, the superficiality in which the model family permanently lives is just the opposite of her.

The model marriage was not always fashionable and wealthy. In fact, when they befriended Gaby's mother, they were of low means as well. But of course, being so UTTERLY GOOD-LOOKING, life smiled on them and they hardly remember what they were like as teenagers.

And here we come to the second meaning of the word "model" in the title of the series, understood in this sense as "exemplary". The fact is that the parents in this family would like to be exemplary, to raise their children well, to be understanding, without flaws... but neither the parents nor the children are exemplary at all, since they are children of today's society: superficial, individualistic, where appearances are all that matters. Perhaps their situation could be solved... if they listened to the new tenant of the house, who is going to revolutionize everything. But who is to say that in the end Gaby will not fall into the same traps as the model family and become just another fashion victim?

This central plot will be enriched by some hilarious characters that will make up the "model universe" of the series, from the permanently stressed designer whose mother is his favourite model, to the gossipy and envious neighbors who don't understand how the mother is the one who works and the father is a househusband, the freak friend who records the influencer girl's tik-tok videos, and the high school kids like the "blonde captain of the cheerleaders" who is in love with the model family's firstborn. Well, more than being in love, she is eager for him to be with her because she knows they will make the most desirable duo in the school, the sure King and Queen of the Spring Fling. Though, if you want to know a secret, it looks like he... is falling madly in love with Gaby. Either that, or Gaby is a supervillain who has the superpower to make him feel butterflies in his stomach every time they meet. The boy, of course, does not rule out either option.

And this is basically "Model Family", a series that deals with today's new families, far from the traditional model, that will allow us to take a fun inside look at the society in which we live, where image, superficiality and the apparency of happiness seem to be the most important thing.

But one question remains: Will the model family ever be a model family? Whether they succeed or not, what is clear is that it is undeniable that they are all very, very, very, very... HOT.

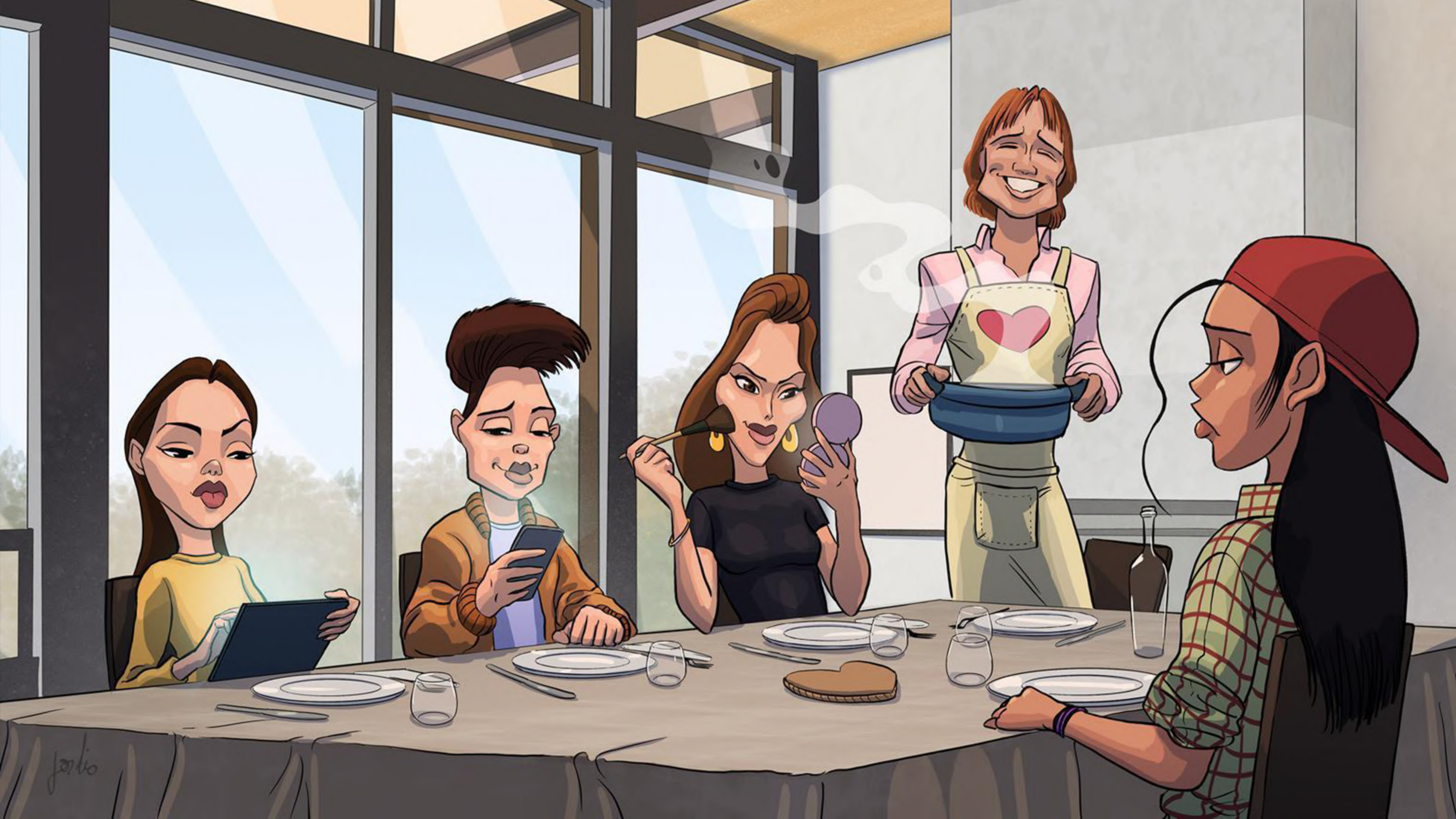


References

A mix between ZOOLANDER and
THE SIMPSONS.

Or what if the characters in
"Zoolander" lived in Springfield.





Characters



MUM





Megan Anderson

She's Megan Anderson – perfection in the form of a 39-year-old woman. Her body is amazing. Her blonde hair is amazing. Her blue eyes, her full lips, even the mole on her cheek are amazing. And what makes her feel most amazing of all is being married to Jeremy and having two perfect kids.

An international supermodel, she was model of the year, year after year, and the first to model a bra studded with Vegan jewels for Victoria's Secret, two years in row.

Always positive, with a smile on her lips, she lives, laughs and loves to the fullest, with a particular love of symmetry that borders on the obsessive. The only time a frown clouds her brow, allowing her other side to show through, is when she meets Stella Star, the top model who could steal her crown... and her bejeweled brassiere. Fifteen years younger, with fifteen-year-younger skin to match, and without the fifteen microscopic stretch marks Meghan has begun to notice on her own body. The worst part is that Stella (the scheming little fraud) always tells her how much she admires her husband, how she stuck his face all over her binders at high school, and how he's the real reason she became a model. In other words, according to Megan, what Stella is saying is that she doesn't just want to steal her status as top model ... but her husband too!

Always surrounded by her entourage, her best friends are a curvy model who can't stand fat people, and a stressed-out designer who feels he hasn't given his all unless he's leaves every one of his fashion shows in an ambulance. Also worthy of mention is the convict the media calls "the most handsome death row inmate in the world," who writes letters to her and her husband telling them that after discovering their social media accounts, they have become his spiritual guides. Whereas some see the light just at death's door when they read the Bible, he had a conversion experience on death row when he saw their Instagram stories. Especially the ones where they're cooking together.

Although Megan is usually self-assured, when she has to have the "sex talk" with her kids, or when she goes to spend the weekend with her mother-in-law, Megan dresses up for the occasion in some of the outfits she wore on the catwalk, including her Victoria's Secret angel wings, which give her that extra confidence boost she needs.

Jeremy Van Dyck

Jeremy is a father and husband, the paterfamilias of the model family. At 40, he is still outrageously handsome, with the perfect smile of an ad for expensive toothpaste. He was once well known as a model – particularly his sideburns, sideburn modeling being his specialty. It was on one of his trips around the world that he first caught sight of Megan, his wife, falling so head-over-heels in love that he leapt right up onto the catwalk where she was modeling to ask for her number. They make a happy couple, apparently an ideal match, to judge by the videos they post to their Instagram stories, showing them cooking together and giving each other massages.

Passionately committed to his children, he decided to say goodbye to glamorous world of the catwalk to dedicate himself to them full-time, taking on the role of househusband. Even so, in the pilot episode he proves he's still got the modeling bug when he opens a teen modeling academy.

A surfer and figure skater, he's also a lover of sneakers, mirrors and photography: in his closet he keeps his collection of over a thousand pairs of sneakers (although he always wears the same pair, his favorites), and in every room there's a mirror and a supersized photo of one of the family hanging on the wall (the photo, not the family member).

But all that glitters is not gold. At the height of his fame, he was hit by a scandal when it was revealed that he won his first victory, at the age of 20, in a modeling contest... for models in wheelchairs. He faked being paraplegic to win the contest that earned him his first modeling fee, because he knew he'd face hardly any competition.

Crushed by the revelation of his devious trick, he decided to withdraw from public life... although he still has nightmares about the contest he's so often regretted taking part in. It's his deepest trauma, his own personal Vietnam.

And his own personal nemesis is Joe DiCarlotta, a model contemporary of his, who pretends to be his best friend – whereas in fact the two of them despise each other. In the past, Joe always snagged the best cover shoots. But he had one flaw: his sideburns didn't do justice to the rest of his body. So fashion magazines and advertisers alike would use his face and his body... and Photoshop Jeremy's perfect sideburns in. Together they made the ideal man, although 99% was provided by Joe.

How perfect it would have been for Joe to marry Megan... But instead, Megan chose the guy with the sideburns, and Joe can never forgive... Jeremy.

In the pilot episode, Joe comes to live in the same city as the model family. He's elected mayor; he shows up as the stand-up comic and impersonator when the couple goes to a restaurant on a romantic date; he even starts a teen modeling school to compete with Jeremy's, and tries to sign up his son, entering modeling competitions in which both academies face off in a parody of *Cobra Kai*.

But perhaps what Jeremy hates most about Joe isn't that he wants to steal his wife, his son and even his sideburns. What Jeremy really hates is when Joe mentions that he had a heart transplant as a child... and they gave him a woman's heart... and that this is why he understands the world of women so well. Every time Jeremy hears the story, he feels like ripping out that oh-so-feminine heart with his oh-so-masculine hands.





Nina Van Dyck

If you Google “the most beautiful girl in the world”, the top result is a photo of Nina Van Dyck. At the age of 10, she’s already an Instagram-YouTube-Tiktok star with millions of followers all over the planet. Aware of her media muscle, she loves going online to post photos, or self-help advice (as clichéd as possible), which she finds at www.motivationalquotes.com because she thinks it shows how deep and intelligent, she is.

But Nina is a really a businesswoman – or business girl. A true entrepreneur who has started to build her retail empire with fashion and jewelry labels that feature her famous logo, which is even to be found on the toilet paper she uses. Her life is trademarked.

Predictably enough, Nina is spoilt and capricious. But at heart, she’s still just a girl, who pouts and sulks when things don’t go her way, which helps us empathize with her... until (for the millionth time) she fires the geeky boy who helps her make her videos, and who is madly in love with her. As madly in love as any ten-year-old can be, that is.

Just like the rest of the family, she loves being the center of attention. During family meals, a staple of the classic sitcom, everyone takes turns to say what’s on their mind without listening to anyone else, creating absurd conversations that are really four monologues – which nevertheless leave everyone happy because they feel they’ve been heard. The conversation inevitably ends with Nina going live on Instagram and racking up a million likes in two minutes

Justin Van Dyck

Aged 14, the model family's eldest child is a boy who simply can't understand why there are unhappy people in the world. He's a paragon of superficiality and triviality, but meeting Gaby, the Latin girl who comes to live with his family, makes him change his outlook. It turns his life around – not 180°, but even more: 360°. Which means he often comes right back round to where he started out. When Gaby gets him to see that the world is sometimes unfair, and that he's a self-centered hedonist, Justin has brief moments of lucidity, in which he tries to work out whether or not Gaby is right. But his mind has to dismiss the idea to stop him sinking into depression and thoughts of suicide.

When this happens, and Justin is feeling down, he gets over it by jumping on the catwalk his parents have set up in the yard and parading up and down it, again and again. And again and again. AND AGAIN AND AGAIN. Until his toenails are bleeding (in a parody of *Cobra Kai*, where the kids train until their knuckles bleed from the punches, but in this case with Justin striding ridiculously up and the catwalk before Gaby's astonished gaze).

Even so, he is the first member of the family who starts to crack under Gaby's influence, who starts to take in the Latin teen's worldview seriously. It even makes him reconsider whether he wants to be a model when he grows up. "I could be a mechanic. I mean, I could do a calendar shoot dressed as one." But as we've noted, his mind can't stand this kind of pressure and he immediately tries to forget it all and think about nothing, which is his ideal mental state.

His overriding obsession is to keep growing until he achieves the perfect measurements for a model - he measures and weighs himself ten times a day, playing tricks on himself to make himself seem taller – as well as working on the perfect six-pack. Right now, he only has a five-pack, and during sleepless nights (well, one sleepless night) he torments himself with the nightmarish thought that he'll never have a six-pack like his dad's.

At school, both the girls (and the gay boys) see him as the best-looking student and a shoo-in for Prom King, so all the popular girls (and the popular gay boys) are constantly trailing after him in the hopes of winning his heart. But Justin, although he struggles to admit it, only has eyes for that dumb new chick, Gaby. Why is she stuck in his head? What did he do to deserve it?



Gaby García

If there's one person in the world who represents the opposite of everything the model family stands for... that would be Gaby García. A girl who, due to circumstances beyond her control, has no choice but to move into their house when her mother dies, leaving her an orphan.

Alternative, rude, feisty, radical, outspoken, a lover of street style, urban fashion and trap, Gaby is stunned by the superficiality of this family that seems to have everything... but in reality has nothing.

Her arrival in the household sets off a physical and emotional tsunami. It's like mixing Coke and Mentos. Gaby, with her volatile temper, makes a superhuman effort to get her adoptive family to see the world as it really is, not distorted through the jewels they are always being sent as gifts.

So in many episodes there's a moral lesson that the family can learn from her. A moral such as you might see in the majority of episodes of many sitcoms. But to Gaby's disappointment, the members of the model family always end up getting the moral the wrong way round. Jeremy and Megan, for example, will usually end up getting it all back-to-front and giving completely the wrong message (the anti-moral) to their kids, making *Model Family* the opposite of the traditional sitcom. As an audience, we're rooting for Gaby to hang on to what makes her unique, and not to become just another member of the cult of appearances.

At the same time, there's one thing that Gaby has learned from them, one key lesson: that there's not actually any need for her appearance to strike terror into everyone she meets. For example, if she puts her hair behind her ears, her face looks much more symmetrical and attractive. "Oh God, I want to die... or to kill them all," Gaby confesses to the family dog when she catches herself thinking about it.

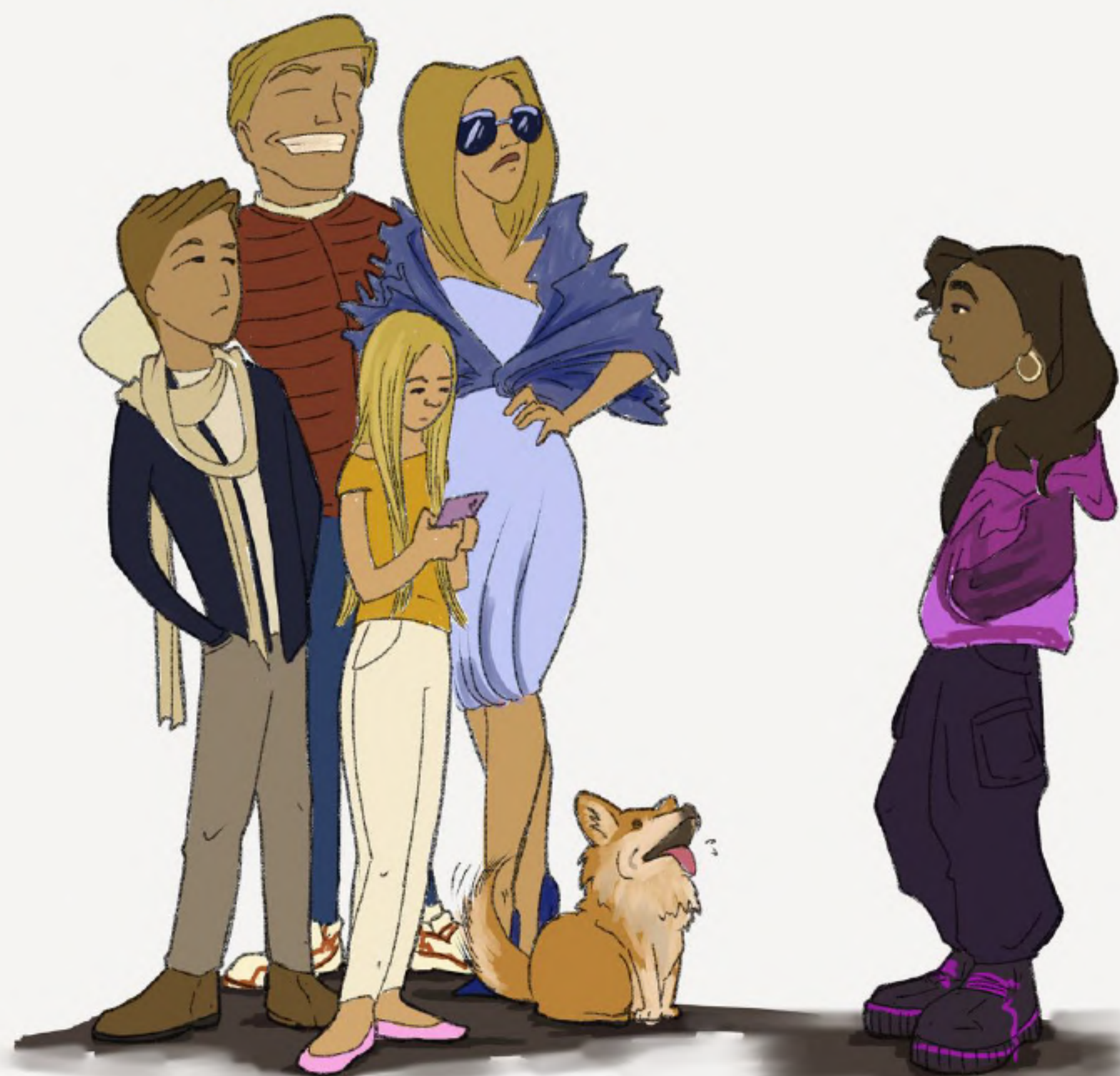
The dog, incidentally, makes up the last member of the family. When they bought him, he was a tiny, svelte little puppy. But the gluttonous pooch hasn't stopped eating since then, and now he's a tub of lard and an embarrassment to the family. They sometimes think about abandoning him at a gas station.... But of course, if they were to do that, they wouldn't be... a *Model Family*. Hallelujah.



And Finally,
the Pet
called PERRETE

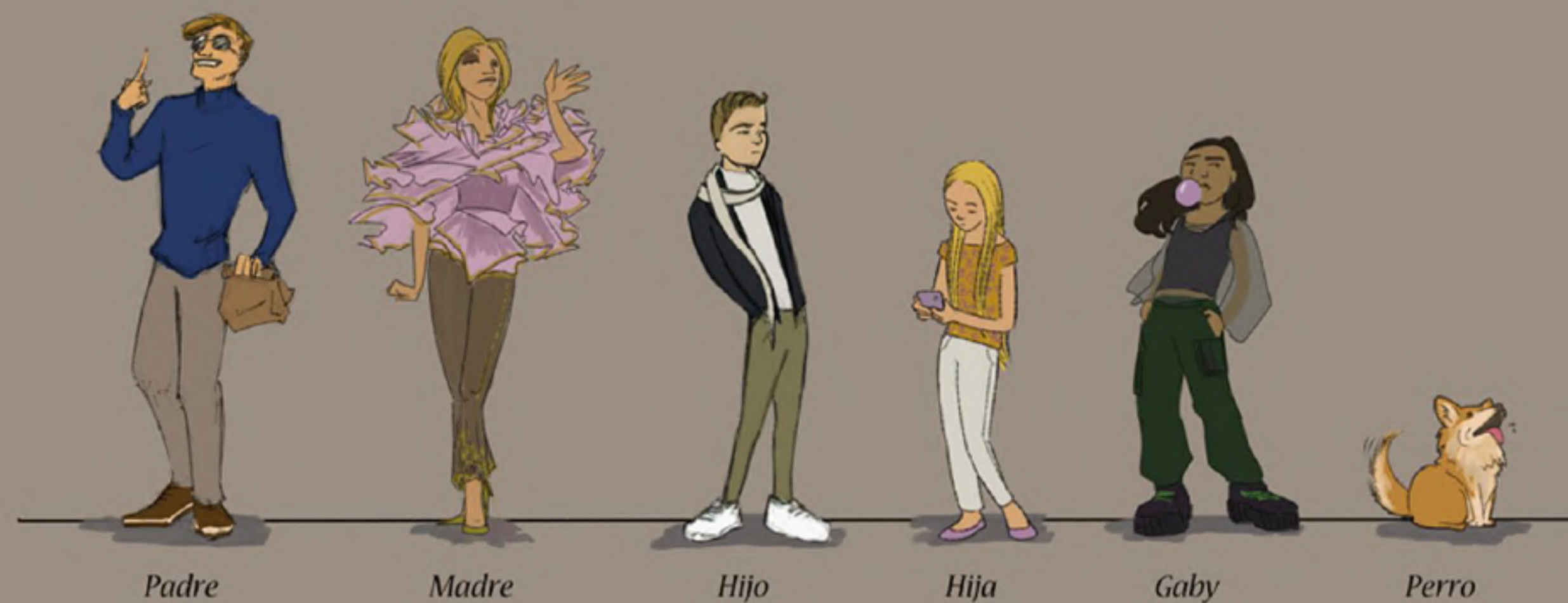


LA FAMILIA MODELO



OPTION B

LA FAMILIA
MODELO
Lineup



BOCETOS INICIALES

COCINANDO
PARA INSTAGRAM



SIEMPRE
SONRIENDO



EN
FORMA



Jeremy Van Dyck

LA FAMILIA
MODELO
Madre

BOCETOS INICIALES



PÁRPADOS
SIEMPRE
MEDIO CAÍDOS

Permanent
smiling face



Kween?

LAS POSTURAS
NEUTRALES
SON DE TODOS



Megan Anderson

Madre

TOP MODEL

ROPA DIARIA
DE PASARELA

SILUETA
ESTILIZADA

TACONES
ALTOS



PELO CUIDADO



HUJO MAYOR
MODELO

14 AÑOS

ROPA ESCOGIDA
CON CUIDADO
Y ELEGANCIA
PARA DIARIO

EXPRESIÓN
HABITUAL
DE SUPERIORIDAD



Justin Van Dyck

LA FAMILIA
MODELO
Perro

CORGI



- LO COMPRARON POR SER
EL PERRO DE MODA
- GANA PESO CON FACILIDAD

RECHONCHO



← LENGUA
FUERA

SIEMPRE PIDE
COMIDA

(GABY LE DA
A ESCONDIDAS)



Perrete

LA FAMILIA MODELO

Hijos

- OJOS
MÁS ABIERTOS
- PESTAÑAS
- SONRISA

HIJA PEQUEÑA
10 AÑOS
INFLUENCER

← LA CARA
CAMBIA SEGÚN
LA ESTÉ
ENFOCANDO UNA
CÁMARA O NO →

POSE NEUTRA:
MIRANDO EL MÓVIL

PELO MUY LARGO
Y CUIDADO

BOCETOS
INICIALES

BOCETOS PARA
LOGO

(RRSS, PRODUCTOS,
SE VENDE
COMO MARCA)

EL LOGO APARECERÁ
EN SU ROPA, HABITACIÓN,
EN PEGATINAS, EN SU
PUPITRE Y TAQUILLA...

PELO Y CARA
COMO ELEMENTOS
PRINCIPALES

Nina Van Dyck

LA FAMILIA
MODELO
Gaby

PELO ONDULADO

ACTITUD RELAJADA
Y ALGO CHULA

14 AÑOS

Gaby García



ESTILO
URBANO

PANTALONES
CARGO
ESTRECHOS EN
TOBILLO



TOPS SIN MANGAS
+
-SUDADERAS
-CHAQUETAS
ANCHAS
-TOPS
TRANSLÚCIDOS



NEGRO
+
COLORES
SATURADOS