



# Beauty formula 12+ EXCLUSIVEFORMATPREMIERE

license territory:

tags: **for women, beauty and health, fashion and style, cognitive, travels, show**

genre: **beauty and health, Fashion & Style, cognitive, travels,**

seasons	min	episodes	year
Season 1	48	3	2019

## About

The host of the project, Elena Flying, sets out on the hunt for true Beauty. She will visit the main beauty capitals of the world, visit the most beautiful tribes and nationalities of the planet, communicate with the most beautiful people from all over the world in order to derive a universal formula for beauty. Each nation has its own canons of beauty. We will study and compare them all, find out with what procedures people in different parts of the world maintain their attractiveness, what unusual cosmetics they use, what exercises they do, how they dress and how they behave in order to be considered the standards of beauty.

# Free out <sup>+</sup> **FORMAT**

tags: **for girls, for teens, beauty and health, fashion and style**

genre: **beauty and health, Fashion & Style,**

seasons	min	episodes	year
Season 1	24	40	2018

## About

Free Out t is a project where the slyest fashionistas of Russia try to deceive true fashion experts. Each episode features three popular stylists and three players. The players have to assemble two nice looks so that none of the stylists can guess their actual price. After demonstration of each look, the stylists will say how much they think the look costs. The player will get the amount of points equaling the difference between the price given by the stylist and the actual price of the look. In the finale the participant with the most points will get a look from the stylist who lost for free.

# Rogov in action 6+ **NEWSUPER HIT**

license territory:

tags: **for women, fashion and style**

genre: **Fashion & Style,**

seasons	min	episodes	year
Season 1	48	21	2021

## About

In the show "Rogov in action" the famous stylist Alexander Rogov will try on a new role of the folk superhero. He will change not only the appearance of the heroines, but also their lives. How to feel attractive after defeating cancer, accept yourself when everyone around you is called fat, fulfill the dream that killed a loved one, enjoy life in the hope of getting pregnant again - these and other problems Alexander will help girls solve. The presenter will not only select vivid images for them, but also renovate their homes, invite a family psychologist, organize a romantic evening, sign up for driving courses, arrange a photo session and even help get a tattoo. Specialists from various fields will come to his aid: apartment designers, plastic surgeons, cosmetologists, psychologists and other professionals in their field.

# Rogov at home 6+ SUCCESS!

license territory:

tags: **for women, the Internet, fashion and style**

genre: **Fashion & Style,**

seasons	min	episodes	year
Season 1	48	28	2020

## About

"Rogov at home" - a new program that will replace meykover show "Rogov in the city." The famous stylist Alexander Rogov will continue to transform girls from all over Russia, but now in self-isolation mode. How to refresh the face and remove bags under the eyes, what is better to wear at home, is it possible to wear long hair after forty- ve - these and other questions from the audience will be answered by Rogov personally in the format of a video link. Fashion tips will also be given by Aleksandr's assistants - make-up artist Elena Krygina and hair stylist Elena Nemtseva. It will not do without stars: in each issue, Alexander will prepare a healthy breakfast and invite a celebrity, albeit at a distance, to keep him company. Filming of the show "Rogov at Home" takes place in the apartment of Rogov himself. The famous stylist will show how he does exercises, feeds his beloved cat and even invites the camera to the holy of holies - to his dressing room. Viewers will also be able to choose the presenter's image for the next episode by

# Rogov in the city 6+ **SUCCESS!**

license territory:

tags: **for women, fashion and style**

genre: **Fashion & Style,**

seasons	min	episodes	year
Season 1	48	17	2019
Season 2	48	12	2020

## About

In his new show, renowned stylist and TV presenter Alexander Rogov will travel to Russian cities to give even more women a chance to start a new life. Alexander and local beauty specialists will have only one day to give the heroine a real fashionable holiday and create a vivid image that meets the latest trends.



license territory:

genre: **biography, Fashion & Style, youth,**

seasons	min	episodes	year
	48	16	2017

## About

# A Wedding Dress<sup>16+</sup>

tags: **for women, fashion and style**

genre: **Fashion & Style**

seasons	min	episodes	year
Exclusive			
Promo			
1 season	24	16	2011
2 season	24	12	2012
3 season	24	16	2013

## About

Everything will be perfect from the dress model to the heel height! The show's experts will help you organize your dream wedding! You have decided to get married but you are yet to find a wedding dress, shoes and a bride's bouquet? The most difficult thing is to make a choice! Each wedding salon offers thousands of dresses and millions of bouquets for every taste. Which one suits you? How to choose the colour, the fabric, and the length of the dress? What colours should be present in the bouquet? Do you have to wear high heels? A Wedding Dress is a show where a bride, her mother and friends will be selecting a wedding dress and accessories. They will have the assistance of Natasha Kulikova, the host of the show, as well as stylists, wedding dress designers, florists and wedding planners. Each episode starts with the moment when a bride and her mother come to meet the host and tell her about their wedding plans. They describe how they see the wedding and the future life in general. The host, in her turn, suggests



# AN IDEAL COUPLE 12+

tags: **fashion and style, relations, psychology**

genre: **relationship, beauty and health, Fashion & Style**

seasons	min	episodes	year
Exclusive			
Promo			
1 season	24	20	2014

## About

The show is for model couples and those, who try to learn the ropes of ideal relationships! Absolute harmony and love till the last breath are under a threat. An important event is ahead, but the couple's opinions differ wildly in the issues of the outfit. The collision of their interests is threatening to turn into a catastrophe! What is to choose: comfort or good looks? Who to listen to: yourself or your man? Elena Kuletskaya, the host of the show *An Ideal Couple*, knows how to find a compromise between man's desires and woman's habits. The top model, who used to work in the global fashion capitals, is an expert both in fashion trends and the psychology of relationships. A couple comes to the show before an important event. The heroes have 24 minutes to select 4 looks (two are selected by the girl and the other two- by her boyfriend) and decide, which one is the best. All the secrets of ideal couples will be revealed. But will the compromises be found? What will win: love

# Beauty angels 16+

tags: **for women, beauty and health, fashion and style, lifestyle, makeover**

genre: **beauty and health, Fashion & Style**

seasons	min	episodes	year
Exclusive			
Promo			
1 season	24	20	2014

## About

Charming TV-host Avrora, designer Constantine Gaiday and a whole team of stylists will teach the participants of the show to find time for themselves in between their job and household routines. Our dream team will help them dress with elegance and admire their mirror reflection again. True stories, life hacks and tips and the most amazing make-overs of desperate people.

# BEAUTY DEMANDS! 16+

tags: **beauty and health, fashion and style, lifestyle, makeover**

genre: **beauty and health, Fashion & Style**

seasons	min	episodes	year
Promo			
1 season	49	13	2011
2 season	49	33	2012
3 season	49	7	2013

## About

Women always want to charm, catch men's admiring looks and just feel pretty! But sometimes your ideas of the beauty differ wildly from the public opinion. The stylist and designer Timur Guchkayev, hosting the show *Beauty Demands!*, will give tips how to turn into a lively, stunning and confident woman hands down. He will teach you how to improve your figure with the help of underwear and clothes, how to match colours, textures and shapes to make killing looks. The show *Beauty Demands!* will prove that being beautiful is simple! Clothes can change you: hide minuses and stress pluses. Changes, taking place with the project participants, serve an excellent impetus for the women's audience to change themselves and start

# BEAUTY TO ORDER 0+

tags: **beauty and health, fashion and style, lifestyle, makeover**

genre: **beauty and health, Fashion & Style**

seasons	min	episodes	year
Promo			
Exclusive			
1 season	49	8	2012
2 season	49	8	2013

## About

BEAUTY TO ORDER Do you have a couple of extra kilos, don't follow fashion strictly, but dress yourself to your taste and money? However, on the day of the important event you must look stunning, for example, to satisfy face control in a luxury fashion club. Then the entertainment show Beauty to Order is for you! It's a kind of fashion forum describing new developments in the field of cosmetology and weight loss. It's vital for any young woman to win over her weakness to be more confident. The participants of the show include young women up to 35 who are determined to change their looks to certain events in their lives. The host of the show Victoria Bonya and her team of dieticians, cosmetologists, fitness coaches will teach women walk sexy, dance cool and dress in a g

# DRESS OF MY DREAM<sup>16+</sup>

tags: **for women, fashion and style, makeover**

genre: **Fashion & Style**

seasons	min	episodes	year
Exclusive			
1 season	24	25	2012

## About

You have an important event ahead. As usual, you don't know what to wear and how to make your boyfriend and guests like your image. Or you can't choose which of the two dresses is better. Right? Be sure, that the host of the show *Dress of My Dream* Natalya Kulikova, an expert in finding the best image, will be happy to help you get dressed for an important event! A couple comes to the studio. Soon they have an important event: a wedding, a birthday party, a corporate party or parents' anniversary etc. The chief task for the girl is to select three dresses and walk in them before her boyfriend, who has to make the final choice - which dress to wear! It's great when a girl can trust her man to make such a difficult and fateful choice. It makes her feel more confident, as her boyfriend can judge from the outside what is better for her. Moreover, it's always vital for a man to see what his better half is going to wear when she is going to meet his friends, relatives or colleagues. Especially if it

# FASHION DICTATORS 16+

tags: **fashion and style**

genre: **Fashion & Style**

seasons	min	episodes	year
1 season	24	2	2010

## About

It's hard to say from the first sight how intricate the fashion world is. Each season sketches turn into hundreds of outfits due to the hard work of fashion designers. Popular couturiers present their masterpieces at annual fashion weeks. These people are basic fashion dictators: they design and make clothes under certain labels. This show is a collection of stories about popular foreign and Russian male dressmakers and stylists.

# FASHION POLICE 16+

tags: **design and interior, for girls, stars, celebrities, fashion and style, lifestyle**  
genre: **Fashion & Style**

seasons	min	episodes	year
1 season	24	20	2016

## About

Too open dresses, gowns made of meat, too many feathers or match of socks and sandals – What fashion catastrophes were seen on the red carpet? Whose experiments with one's appearance were as gaudy as a peacock? What a person should NOT wear? The show hosts will not miss a single poorly fitted skirt and tell the audience about the most epic fashion failur

# In 24 Hours 16+

tags: **glamour, beauty and health, fashion and style, lifestyle, makeover, style**

genre: **beauty and health, Fashion & Style**

seasons	min	episodes	year
Season 1	49	125	2013-2016
Season 2	48	55	2017
Season 3	48	54	2018

## About

**FASHION MAKEOVER SHOW** How much time does a woman need to turn into a beauty? Any man who has ever waited for his girlfriend, sitting in front of the mirror, knows the answer: Just ten more minutes . Alexander Rogov, the host of a new reality-show, is ready to bet that he can completely change a girl s image just for 24 hours and not a minute more! Each heroine of the show has a particular goal for the sake of which she is ready to change. It may be a date with an ex- or next boyfriend, an important job interview, a wedding anniversary, a classmates get together or a birthday party. It doesn't matter what event the girl is preparing to, the main thing is that she really wants to change for it. It's enough for the team of top professionals in the fashion and beauty industry to create a killer look for the girl just for



# LET'S GET DRESSED! 16+

tags: **design, fashion and beauty, style, show**

genre: **Fashion & Style**

seasons	min	episodes	year
1 season	49	18	2013

## About

True stories of modern Cinderellas: women, who can't and don't know how to choose right clothes and what to do to look pretty and classy. Being classy is almost the same as being fashionable. Let's Get Dressed! is not just the name of the show. It's a call to all TV viewers to take off their old clothes and have a fresh look at themselves; it's a cry for changes and experiments! Katya Dobryakova and Maxim Rapoport, the designers of the project, discuss fashion and style. They are experts in both things but they look differently at the world and people. They are a man and a woman, and their arguments give birth to a pretty, fashionable and happy heroine of the show! But the way to happiness is long and treacherous. First Maxim and Katya learn the heroine's story, then they decide what she needs. The next stage is the most exciting: the heroine is accompanied by the hosts to find new outfits. Besides, each of them cuts loose and charts own course about

# MY WEDDING IS BETTER! 16+

tags: **for women, games and contests, wedding, show**

genre: **relationship, Fashion & Style**

seasons	min	episodes	year
Exclusive			
Promo			
1 season	49	20	2014

## About

Have you ever seen four angry women ready to beat one another to prove whose wedding is better? We present the one and only wedding reality show on Russian TV describing how to get married and make an awesome party to envy! Every week four girls visit one another's weddings and assess them by four parameters: the bride's image, the menu, the entertainment program for guests, the idea of the wedding and its realization. A chocolate fountain, a New Year party in the heat of July and even a live elephant – the girls will stop at nothing to double-cross their rivals and win the main prize: a honeymoon trip to a fairy-tale exotic country! On the fifth day, the competent jury on behalf of Elena Kuletskaya and a wedding expert Lika Dlugach calculate the scores and name the winner. *My Wedding Is Better* is not only about intrigues, unexpected disappointments and the bitter truth about wedding! Each episode gives future and present brides priceless tips how to organize an ideal wedding. Should

# SELL MY SOUL FOR 16+

tags: **for women, fashion and style, lifestyle, hobby**

genre: **leisure, Fashion & Style**

seasons	min	episodes	year
1 season	24	4	2013

## About

Sell My Soul For drive girls crazy! The documentary series share stories about girls addicted to things. Things, which drive girls crazy! Things, which control them! And girls, who worship their things! Some of them love leather boots, others go mad when they see a lovely statuette or an unusual ring! They spend fortunes on their addictions. You can say they have lost their heads or sold their souls for them: lovely jeans, collections of vintage bags, cheese and chinaware, headbands and sunglasses, shoes and Versace jackets, scarfs and even spas! What makes girls lose their heads? What attracts them in shops where they spend so much time? How much does their passion cost? Female fetish: is it an illness or a harmless h

# Studio 24<sup>+</sup>

tags: **for women, fashion and style**

genre: **Fashion & Style,**

seasons	min	episodes	year
Season 1	48	15	2018
Season 2	48	33	2019

## About

This new show Rogov.Studio 24 will focus on brothers and sisters, spouses, friends, work mates and other couples who want to change each other. In the beginning of each episode they try to make it themselves and choose stu according to their own taste, but later Alexander Rogov s beauty team of best specialists in the fashion and beauty indfustry will come to help. In this project, two heroes will face both external make over and internal metamorphosis: for example, they will have to pass a challenge prepared by the host together with a psychologist. The makeover show studio includes a common open zone, two closed makeup rooms and a multilayered mirror which in the end of each episode will show the couples their transformations. Viewers can judge new looks of the heroes and have a fashion advice from Alexander Rogov and his team in the Here and Now sec

# STYLE WEEK 16+

tags: **for women, celebrities, beauty and health, fashion and style, lifestyle, psychology**  
genre: **Fashion & Style**

seasons	min	episodes	year
1 season	49	20	2010
2 season	49	11	2011
3 season	49	8	2012

## About

STYLE WEEK The host of any show is its face . It s a fact. The show Style Week With Vlad Lisovets is lucky, because its host is the professional stylist and psychologist, who embodies exquisiteness, elegance and style in its best version. The stylist and psychologist Vlad Lisovets will teach his audience and guests to be in style, even those who don t follow fashion in principle. He will have the assistance of those who have already found their style and know fashion trends inside and out: show business and TV stars. Vlad will host Evelina Blyodans, Yulia Beretta, Dana Borisova, Victoria Daineko, Pelageya, Sergey Mayorov, Alyona Gil, Katerina Von Gechmen-Valdek. Style week is not a simple talk-show about style, beauty and fashion. You ll get practical recommendations from hairdressers, stylists, make-up and fashion designers visiting Vlad Lisovets in his show. Guests tell him about their relationships with fashion, clothes and image as a whole. Experts and prof

# SUMMER FRESH 16+

tags: **healthy lifestyle, beauty and health, fashion and style, lifestyle, hobby**  
genre: **home and decor, beauty and health, Fashion & Style**

seasons	min	episodes	year
Exclusive			
Promo			
1 season	24	20	2014

## About

**SUMMER FRESH** How can you get pretty, healthy and classy? What should you eat in summer that is easy to cook and safe for your figure? How can you make grass in your garden look greener? Watch four rubrics, four hosts and get heaps of handy tips for all occasions just for thirty minutes! You will find out how to use summer to advantage from a slender pretty Energy radio DJ Yekaterina Lopareva, a fashionable singer from 5sts Family band Yulianna Karaulova, one of the best-known Moscow pastry chefs Mikhail Murzin and Domashniy TV channel star Yevgeniy Rybov. Each episode covers a new topic: sea breeze, summer rain, chamomile, apples, heat, violets and other things linked to summer. The hosts will share their secrets and tips on these subjects How can you stay fit and healthy? Yekaterina Lopareva, hosting Beauty and Health rubric, will show you effective muscle-building exercises to keep fit, share her secrets of useful face masks and other beauty recipes. How can you cook quick, tasty

# TAKE IT OFF RIGHT AWAY! 16+

tags: **for women, fashion and style, makeover, psychology, show**

genre: **Fashion & Style**

seasons	min	episodes	year
Exclusive			
1 season	48	4	2011
2 season	48	21	2012
3 season	48	20	2013

## About

Changing your image can often help you change yourself. Depressed girls, who stopped taking care of themselves, have the assistance of fashion experts the hosts of the show *Take It Off Right Away!* Tasha Strogaya and Natalia Stefanenko. Each girl wants to look pretty and desirable. Each one wants her photos to be as good as glossy magazines covers and to find her prince Charming, who would sing serenades under her balcony. However, lots of these girls feel disappointed when they look in the mirror and don't know what to do to look classy and trendy. Some of them even think that only actors and celebrities can look smart and elegant. To find the main cause of girls' depression and eliminate it with the help of new image is the task the hosts undertake, and they always get things done! Because they are both self-made women, who know how to look charming and attractive! Each episode of the show describes a story of a young girl or a woman, who feels disappointed with herself and her looks and who has lo

# The Core of Things 16+

tags: **for women, lifestyle, family**

genre: **beauty and health, Fashion & Style**

seasons	min	episodes	year
1 season	24	20	2011

## About

What does a woman's usual day look like? Work, home, children's upbringing, harmonic relationships, shopping, visits to the hairdresser's. The swirl of daily cares can make you easily lose the grip of time and miss something. The Core of Things will guide you in your exploration of brand new household equipment and cars, personal care products or exercises to improve your body shape, up to date methods of upbringing and many other



# THE PRIVATE LIFE OF THINGS<sup>16+</sup>

tags: **history**

genre: **Fashion & Style**

seasons	min	episodes	year
1 season	12	28	2013

## About

THE PRIVATE LIFE OF THINGS This project is devoted to things we use in daily life without even thinking, how essential they are. How much is the top-priced piece of soap in the world? Why can't doctors use perfume in hospitals? Why do jeans have the fifth pocket? Has lipstick always been a lady's thing? How did chandelier (in Russian люстра) get such a name and how is Pushkin connected with it? Why do psychologists think that ring fans are restless? Why is a mirror believed to be a window to the parallel world? How did face powder play the devil with Marie Antoinette and what is the secret of mineral powder? Why did French nuns wear stockings? How do eternal clock function? There are heaps of answers to how, why, how many questions in an educational cycle The private life

# WARDROBE ACE 16+

tags: **games and contests, beauty and health, fashion and style, show**

genre: **Fashion & Style**

seasons	min	episodes	year
Exclusive			
Promo			
1 season	49	20	2012
2 season	49	60	2013
3 season	49	20	2014

## About

Wardrobe Ace is not just a fashion show. It's a real competition, where girls select outfits for one another for a special occasion, coming from their own tastes and intuition. There are 16 girls, different in character, social standing, appearance and style. The biggest thing is that the competitors have to choose a fashion image not for themselves, but for their rivals! Moreover, these should be pretty, fashionable and, most important, suitable outfits. Such approach contradicts women's psychology, what makes the show emotionally tense and unpredictable! Only four finalists will go shopping to one of the European fashion capitals, and only one of them will win 150 000 rubles! During the whole time, the girls are supervised and supported by the host of Wardrobe Ace : Maxim Papoport. This talented designer is well versed in fashion and able to evaluate the competitors' choice as a professional. Besides, the permanent image-expert of the show Anna Chigirinskikh comments the girls' choices.

# Woman's shape 16+

tags: **for women, beauty and health, fashion and style, makeover**

genre: **beauty and health, Fashion & Style**

seasons	min	episodes	year
1 season	24	18	2007
2 season	49	64	2010
3 season	49	8	2011

## About

The project is designed to help every woman get out of the cocoon of standard stereotypes and have a fresh look at herself with the help of a new haircut and outfit. The stylist Vlad Lisovets is going to tell you how to love yourself, be charming, confident and desirable...and how to be in an ideal shape!

