

From: "jeffrey E." <jeevacation@gmail.com>

To: [REDACTED] <[REDACTED]>

Subject: Re:

Date: Thu, 20 Aug 2015 11:39:29 +0000

china loves brands you are a brand. how to turn that equation into money , ?

On Thu, Aug 20, 2015 at 4:07 AM, [REDACTED] <[REDACTED]> wrote:

We could also make a real movie but requires higher budget

Il giovedì 20 agosto 2015, [REDACTED] <[REDACTED]> ha scritto:

It's about making a chinese TV reality show / movie in the castle with very popular actors in China. It's the first time a tv show would be produced in a castle and tv shows are extremely popular here in China. It would affect the larger population and expose them to the western/ italian dreamy Lifestyle. The chinese are very fascinated about this kind of things: Princess, Castles, Heritage... since they never had it before and are very much attracted to it. Ferragamo could also collaborate by advertizing their products through this and by using popular actors. In this way TV or cinema can merge with fashion and lyfestyle affecting the chinese mass population. It would be also profitable for the castle. I spoke to my friend Jonah about it and told me it was a great idea and would help me do it. He is the CAA manager in China so he knows the business very well and Ferragamo told me if the project is done well they would be happy to do it.

At least I had an idea... What do you think ?

Il giovedì 20 agosto 2015, [REDACTED] <[REDACTED]> ha scritto:

I just got an amazing idea and I spoke to my friend and Ferragamo about it and they are very enthusiastic. I think I can make money out of it

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please note

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