

AFFINITY & SHOPPING

HOW WELL DO YOU REALLY KNOW YOUR LOVED ONE'S STYLE?



SHOWLAB
prodea group

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Can you measure perfect chemistry even in the fitting room? Affinity & Shopping is the **game show** that uses shopping and style to test the bond of a relationship. Mothers and daughters, sisters, best-friends or boyfriend and girlfriends: who knows you best, inside and—especially—out?

Every episode is dedicated to a **single pair**, selected via a social media contest, as Affinity & Shopping is not only a television show, but also a web-based digital project: it's the users who chose the pairs ready to put their relationship to the test.

In every episode each partner will have 20 minutes and a fixed budget to buy the perfect outfit. The only rule: buy only one item per shop.

It's time for the **match test**: 8 models and 8 different outfits to put even the best-matched pairs in doubt. To win both partners must guess the outfit purchased by his or her partner, or go home empty-handed. But if they can't win a new wardrobe, they can always opt for a new partner...

Genre

Game show

Timeslot

Daytime

Scheduling

Weekly

Duration

30'

Broadcaster

La3

Country

Italy

