
From: jeffrey E. <jeevacation@gmail.com>
Sent: Thursday, August 20, 2015 11:39 AM
To: [REDACTED]
Subject: Re:

china loves brands you are a brand. =A0 how to turn that equation into money , ?

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

We could also make a real movie b=t requires higher budget

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

It's about mak=ng a chinese TV reality show / movie in the castle with very popular actor= 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 larg=r population and expose them to the western/ italian dreamy Lifestyle. The=chinese are very fascinated about this kind of things: Princess, Castles, =eritage... since they never had it before and are very much attracted to i=. Ferragamo could also collaborate by advertizing their products through t=is and by using popular actors. In this way TV or cinema can merge with fa=hion 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 Chin= so he knows the business very well and Ferragamo told me if the project i= 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] ha scritto:

I just g=t 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 =ote

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