

The PET GALA

D O C U M E N T A R Y

Directed by **Kevin Lopez**



**SOUTH
SHORE**



LOGLINE

The Pet Gala follows Anthony Rubio, the acclaimed Pet Fashion King, and his furry companions on a bold mission to revolutionize pet fashion with NYC's inaugural charity event in 2024 at the AKC Museum of the Dog, cementing its status in the wake of the iconic Met Gala.



SYNOPSIS

The Pet Gala documentary explores the world of pet fashion through Anthony Rubio's quest to host NYC's first charity Pet Gala at the AKC Museum of the Dog in 2024. It parallels the renowned Met Gala, focusing on the unique bond between humans and their fashion-forward pets. The film delves into the high stakes and tensions of making the event successful to legitimize pet fashion as an art form and viable industry. It also tackles issues like designer dogs and shelter overpopulation, using the Gala as a platform for advocacy and responsible pet ownership. With a focus on the AKC's role and the Museum of the Dog, the documentary offers a cultural and social perspective on pet fashion's influence in society and animal welfare, set against the backdrop of New York City's fashion scene.



CHARACTER SHEET (PRIMARY CHARACTERS)

Anthony Rubio - The Pet Fashion King: The driving force of the film, Anthony Rubio is a visionary in pet fashion. His extravagant designs have revolutionized the industry, making him synonymous with pet couture. Rubio's ambition for the 2024 Pet Gala is more than an event; it's a movement elevating pets as fashion icons.

Rob Fragoso - Head of Operations: Rob is the operational genius behind Rubio's designs, ensuring flawless execution of the Pet Gala. His project management skills and partnership with Anthony have been vital in bringing pet fashion into the mainstream.

Bogie and Kimba - The Chihuahua Muses: More than pets, Bogie and Kimba are the inspiration behind Rubio's creativity. These Chihuahuas are central to Rubio's work, embodying the fusion of pet fashion and animal advocacy.



CHARACTER SHEET (SECONDARY CHARACTERS)

Laurie Silber - The Pom Mom: Laurie is a devoted pet parent of 10 pomeranians and Anthony's client, embodying the deep emotional bond and care in pet fashion.

Hideki Aono - Pet Fashion Photographer: Celebrated for capturing pet fashion's essence, Hideki's photography adds depth and personality to the documentary narrative.

Christopher E. Bromson - CEO / Executive Director: AKC Museum of the Dog: Representing the AKC Museum, they bridge traditional dog culture with modern pet fashion, providing historical and cultural insights.

Steven Kolb - Chief Executive, Council Of Fashion Designers Of America: As the CFDA's chief executive, Steven plays a pivotal role in New York Fashion Week, notably sponsoring and partnering with Anthony Rubio who is uniquely recognized as the sole official pet fashion designer with a dedicated runway.



CHARACTER SHEET (TERTIARY CHARACTERS)

Maryanne Larsen - The Keeper of the Tree: As the guardian of the Pet Memorial Christmas Tree in Central Park, Maryanne symbolizes the deep, spiritual connection between pets and their owners.

Helen Proimos - Pet Fashion Journalist: Helen offers an analytical perspective on pet fashion, exploring industry trends and challenges with insightful commentary, live from the red carpet!

Karen McGill - The Sunglass Cat Mom: Karen, known for her fashion-forward cat with iconic sunglasses, represents resilience and the playful spirit of pet fashion.

Blu - Pet Fashion Makeup Artist: Blu infuses creativity into pet fashion, enhancing each model's natural charm with artistic makeup.





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Brief Outline of the Pet Gala Documentary:

- **Pet Fashion Introduction:** Context and history.
- **Anthony Rubio's Background:** Upbringing and career in pet fashion.
- **Pet Gala Stakes:** Pressure to legitimize pet fashion.
- **Key Characters:** Relationships and key figures.
- **AKC Contributions:** Insights and spiritual perspectives.
- **Pre-Gala Tension:** Challenges before the Pet Gala.
- **Conclusion:** Event aftermath and pet fashion's future.





FILMMAKERS

Kevin Lopez: Producer / Director

Independent filmmaker with over 20 years experience, known for his work on HBO's *The Inquisition of Camilo Sanz* (2014), Smithsonian's *Mind Up* (2014), 1091 Pictures' *The Hudson Tribes* (2016) & *Paradise City* (2019), and most recently *Primera* (2021) on Max.

Producer: Destiny Arturet

Co-Producer: Ornela Shtjefni

Director of Photography: Derek Mindler

Editor / Co-Producer: Jasmine Lewis

Assistant Editor: Fredy Chica

Sound: Sunday Santiago

Production Assistant: Eric Valencia

Production Assistant: Leslie Cruz

Camera Operator / AP: Ray Gorbea

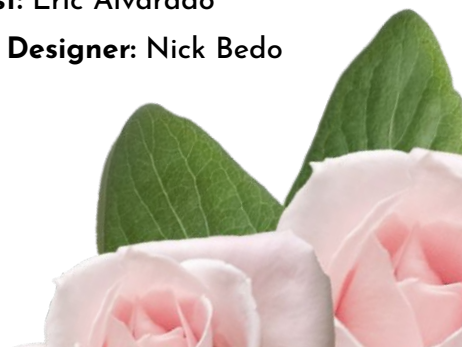
Camera Operator: Emerson Mahoney

Graphic Designer: Juan Rivera

Colorist: Eric Alvarado

Sound Designer: Nick Bedo

In association with Aubin Pictures



TARGET AUDIENCE

The Pet Gala has the potential to captivate a wide audience of all ages, driven by the universal appeal of pets, the allure of fashion, and the increasing interest in documentary films that explore uniquely different and compelling stories.

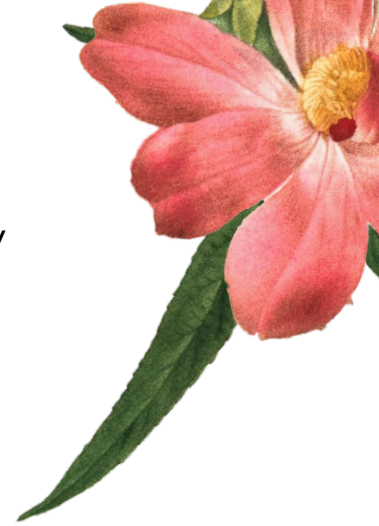
Fashion Aficionados: Those with an interest in fashion, particularly niche areas like pet fashion, will find the documentary intriguing.

Documentary Enthusiasts: Viewers who enjoy feature-length documentaries, especially those that explore unique subcultures.



Pet Lovers and Owners: This group is likely to be drawn to the film due to its focus on the bond between pets and their owners, showcased through the lens of pet fashion.

Animal Welfare Advocates: Individuals and groups focused on animal welfare and responsible pet ownership will find the film compelling.



MARKET TRENDS

Growing Pet Industry: Significant global expansion.

Pet-Centric Content Increase: Rise in pet-related media.

Fashion Niche Appeal: Unique fashion-pet culture fusion.

Documentary Popularity: Surge on streaming platforms.

Social Media Influencers: Millions of combined Instagram followers.



ARTISTIC APPROACH

The visual style of The Pet Gala documentary will be vibrant and dynamic, mirroring the flamboyant pet fashion world with a rich, colorful palette. It will balance light-hearted and intense moments, capturing the playfulness and joy of pet fashion while also portraying the high stakes and tension behind the inaugural Pet Gala, showcasing the pressure to legitimize pet fashion as a serious art form.



Pre-Production (Dec 2023 - Jan 2024)

- Finalize production team and logistics.
- Plan shooting schedules.
- Conduct preliminary interviews.

Production Phase 1 (Feb - Apr 2024)

- New York Fashion Week: Start principal photography.
- Post-Oscars: Cover pet fashion trends.
- Los Angeles Fashion Week: Document fashion influences.
- The Pupcars: Capture Rubio's creative process.

Production Phase 2 (Apr - May 2024)

- Pet Gala Preparations: Document planning and designs.
- The Met Gala: Record inspirations.
- The Pet Gala: Extensive event coverage.



Post-Production Phase 1 (Jun - Jul 2024)

- Capture AKC Museum exhibit and The Pet Prom.
- Begin initial editing and integrating content.

Post-Production Phase 2 (Aug - Oct 2024)

- Complete main edit.
- Conduct additional interviews.
- Finalize sound, color correction, and effects.

Final Review and Completion (Nov 2024)

- Finalize documentary with feedback.
- Complete edits and prepare for distribution.

Anticipated Completion

- December 2024: Ready for film festivals and distribution.



COMPARABLE FILMS



[*Gunther's Millions | World's Richest Dog*](#)

[*Catwalk: Tales from the Cat Show Circuit*](#)

[*Dogs*](#)

[*Kedi*](#)



THANK YOU

KEVIN LOPEZ, PRODUCER / DIRECTOR

[SOUTH SHORE FILMS](#)

kevin@southshorefilms.com

347-266-1554

IG: @kevinlopezfilms

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