

Trend Furniture

Description: Leather Sale

Title: Not Just A look

Draft:

TV-Retail

- Med/CU: Man and woman clad in full length red leather coats, stand side-by-side. Facing ahead, their eyes turned to each other. We move toward them, (step movement) and then past into white limbo.

(MUSIC: Solo cello with counter point funk bass.)

As soon as we're past them, the woman appears in the distance standing next to a black leather sofa.

VO: Leather is luxury.

And the *Trend* today is leather.

Title: The "loungerious"

We circle the woman, her gaze follows camera.

One look at the "loungerious" and you'll sense what we're talking about.

- DISS: Man leaning against modern floorlamp (unseen reinforcing supports him). In front of him is leather dining room arrangement.

Pure luxury... at *Trendy* prices.

- Title: **5-piece dining room set \$699**

- As his eyes meet the camera, the two candle sticks on the table ignite.

The table is set...

- DISS: Man and woman seated on opposite ends of giant "L" shape sofa. The camera circles. They look to each other.

For the *Leather Sale* ... now at Trend Furniture.

- C/U of stuffed leather cushions and arms

- C/U: Face of man, then woman as they look longingly. Sequence focus split between faces and sofa.

Leather is more than a look...

- Exterior/Night: (Model) Front of TREND store. Bright full moon above. Bright white light shines from large windows. Nothing but white is visible inside.

- Animation: Chrome TREND logo rises to full vertical position.

...it's a TREND.

- Title: Address