

# Celebrity Showmance

## ARE THEY REALLY GOING OUT, OR JUST GOING VIRAL?

Celebrity Showmance is a high-concept comedy entertainment show where six single celebrities, all active on social media, are paired into three very unlikely "couples" before competing to fool the world that they are in a real romantic relationship.

These three new superstar "couples" are challenged to go to hilarious heights to promote their (fake) relationship. Who can pull off the most outrageous photo opportunities and shocking stunts to set tongues wagging and convince everyone they're an item? It's a whirlwind world of glamorous parties, paparazzi, Twitter feeds and column inches.

Each of the six episodes is themed, taking inspiration from the distinct and attention-grabbing phases of famous celebrity relationships documented in the press and on social media.

In amongst the staged PDAs and lovers' tiffs, Celebrity Showmance is also a window into each celebrity - beyond their usually carefully-curated public image. We see the inner workings of their daily lives as well as get the inside track on the modern media matching at a time when "fake news" is constantly hitting the headlines.

Celebrity Showmance was nominated for Best Multi-platform Format at the 2018 C21 Format Award.

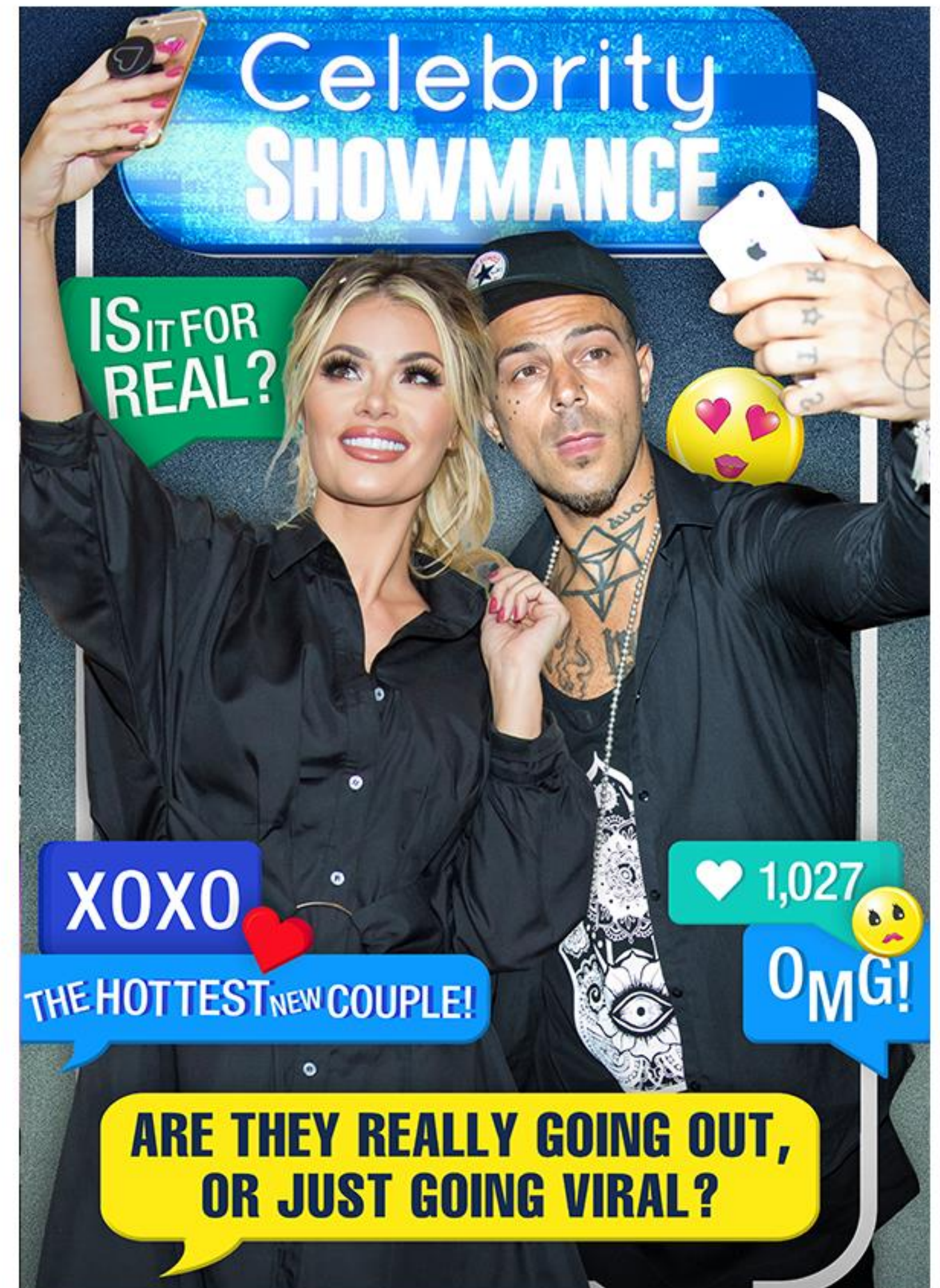
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Genre: Hidden Camera

Duration: 60'

Production company: Keshet Productions

Broadcaster: ITV2 (UK)



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