

**SKIN**

PITCH DECK





# LOGLINE

"A married man entangled in a secret love affair with a young model that holds her own dark malevolent secret under her skin."

# GENRE & TARGET AUDIENCE

Genre

Horror

Target Audience

Horror enthusiasts

Ages 18-45

Fans of paranormal, supernatural-horror films



# SETTING

A dark, narrow hallway with wooden paneling and doors, leading to a bright light at the end. The hallway is dimly lit, with the light source at the far end creating a strong contrast and casting long shadows. The walls are made of dark wood with vertical paneling, and there are several doors on both sides. The floor is also dark and reflective.

**Gloomy**

**Urban Cityscape**

**Supernatural Folklore Horror**



# COMPARABLES



The Ring 2002  
Budget \$48,000,000  
Gross (US & Canada) \$129,128,133  
Gross (World) \$249,348,933



Insidious 2010  
Budget \$1,500,000  
Gross (US & Canada) \$54,009,150  
Gross (World) \$100,106,454



Proposed Budget \$8,500,000



# MAIN CHARACTERS

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**Jamie Dornan**

International Businessman  
High Society  
Young and Ambitious



**Liu Yifei**

Young Model  
Quiet and Lonely  
Hides a dark secret



# THE CONFLICT

A Horror story that deals with infidelity, the story centers on a young American executive Jacob 40s, who is married to a beautiful wife Sylvie, travels to Shanghai on a business trip. As he arrives in China and on the way to the meeting, he saw a billboard of a young beautiful Chinese model advertising a cosmetic skin care product.

After a busy day, Jacob was asked to a club by his colleagues and there he saw the same beautiful model who he saw earlier on the billboard alone by herself at the bar. Jacob approaches her and strikes up a conversation. Soon Jacob finds himself in an adulterous affair with the model.

The mysterious model Mei Ling tells Jacob that she wishes to move to the US with him as she has no one here in China. No friends and no family. Jacob, enticed by the idea of continuing his affair with Mei Ling back home, decides to set her up in the States with a new apartment since he could afford it with his current high paying job.

Back in America, Jacob finds and leases an apartment for Mei Ling. As he is helping her move in, the neighbor next door, an old Chinese man roughly in his 80s happens to return home. He exchanges glances with Michelle as they both give each other a cold stare before being interrupted by Jacob who was in the process of moving furniture into the new apartment unit.



# THE JOURNEY

Being friendly, Jacob approaches the neighbor and introduces himself to him. The Neighbor, Alex warns Jacob that his girlfriend is not what she seems to be. Jacob abruptly dismisses him and returns to his apartment.

The next day, Alex was alone in his house as he heard “tearing” sounds from next door. As Alex got closer to the wall, the sound became louder. He noticed that one of his electric sockets was loose and decided to inspect while the tearing sound was still going on. As Alex peeps through the socket, we hear an eerie female laughter followed by a surprise expression of Alex.

Alex’s lifeless body hollowed out of his heart is laid in a body bag as authorities crowd the apartment unit for investigation. Jacob, who happens to arrive at the apartment floor to visit Mei Ling, passed by the crime scene. Jacob managed to catch a glimpse of Alex’s corpse. Jacob became curious as he enters Mei Ling’s apartment and asks her about the neighbor’s death. Mei Ling was suspiciously dismissive of the question and began to flirt with Jacob as if to divert the attention away from the mysterious death of Alex.



A person with long dark hair is crouching on the ground in a dark, grainy setting. The person's face is partially visible, looking down. The overall tone is dark and mysterious.

# ANTAGONIST

Jacob after leaving the apartment bumps into a middle-aged Asian man who turns out to be Alex's son Andrew 50s. Andrew tells Jacob that his father's death was ruled as murder based on the preliminary report. However, it seems strange as the circumstances surrounding his father's death seem to be eerily like a folklore/urban legend that he has heard his father telling him ever since he was a child. Jacob glances over to the window of Mei Ling's apartment with a frightened suspicious look.

One night, in the middle of the night when the streets were empty, Jacob came to the apartment unit. He enters Alex's sealed apartment by cutting through the police tape. As Jacob looked around, he noticed the electric socket that was partially loose and dismantled on the wall. Jacob squats and looks through the socket but it's too dark to see anything. He uses his phone's flashlight and shines through the hole.



# CLIMAX

An eye was staring back at Jacob from the other side and Jacob screamed in fright and fell backwards. As Jacob composes himself and wants to run away, Mei Ling's pale figure was standing at the door of Alex's apartment. Jacob was shocked as Mei Ling slowly grins and peels off her skin to reveal a wrinkled demonic face. Jacob lets out a scream of horror.

Jacob's widow Sylvie enters the police station and cries as she's briefed on the death of her husband by the police. In a separate room through the glass window, Andrew saw Sylvie crying and decides to approach her. He introduced himself to her and tells her that there is a way to revive her husband. In another place, Mei Ling, back in her disguise walks through a crowded street with a smile on her face



# DISTRIBUTION

- Theatrical 4 weeks October 15 to November 12 to coincide with the Halloween festival
- Digital or VOD release November 12 to take advantage of the Thanksgiving holidays where most people are spending their holidays with families in the comfort of their own home which make them more likely to stream a movie and watch together
- DVD and Blu Ray release December 1 to enable shoppers to buy Christmas presents



# PRODUCER'S VISION

Horror has been a genre that is always more fun than boring to me. However, horror films are not always entertaining. Ever since the release of The Ring 2002, there has not been any groundbreaking horror film until Insidious 2010. My goal to create this film is to break that barrier and introduce a new kind of horror that invades the audience's comfort zone. Ever since I was a child, the first time I hear the folklore of this demon that dresses in the skin of a beautiful woman to lure unfaithful men to consume their heart, I have always wanted to create my version of this story to the international audience.





# THEMES

**Infidelity**

**Secrecy**

**The blurred line between reality and perception**



# THANK YOU

Let's Connect

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