

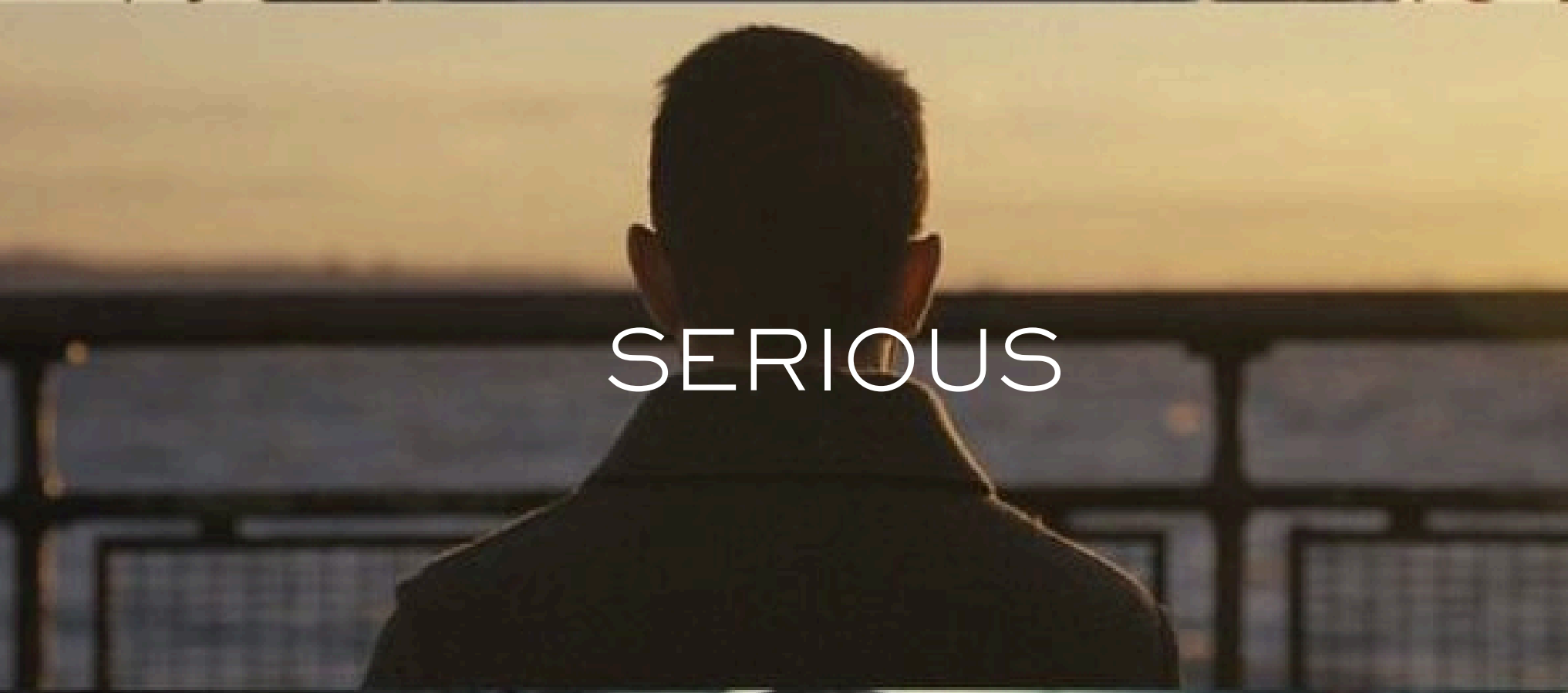
I LOVE YOU,



BUT YOU ARE



NOT



SERIOUS



PEOPLE.

A PEEK INTO THE LIVES OF THE ROY FAMILY FILLED WITH CRUEL ONE-LINERS AND ENDLESS BETRAYALS INVITES YOU INTO A NEW WORLD OF LUXURY - ONE THAT WHISPERS, ONE THAT IS INCONSPICUOUS

THE MACHIAVELLIAN FAMILY THAT ESSENTIALLY BREATHES INCONSPICUOUS LUXURY SPARKS A STRONG DESIRE TO EMULATE THEM

EXPERIMENT SHOWS THAT THE STORY ELEMENTS MATTER EQUALLY, BUT IT IS THE ASPIRATIONAL LIFESTYLE PORTRAYED THAT HOOKS THE AUDIENCE

THE ROYS DON'T FOLLOW TRENDS, THEY BREATHE THE LIFESTYLE; THEY SHOW HOW INCONSPICUOUS LUXURY IS TRULY DONE. AND THAT IS THE POWER OF STORYTELLING

HOW THE MACHIAVELLIAN WORLD OF 'SUCCESSION' CREATES DESIRE FOR INCONSPICUOUS LUXURY AMONG QUALITY AUDIENCES



SOPHIE BUN