

Perfect Hair Day

CREATIVE DOSSIER



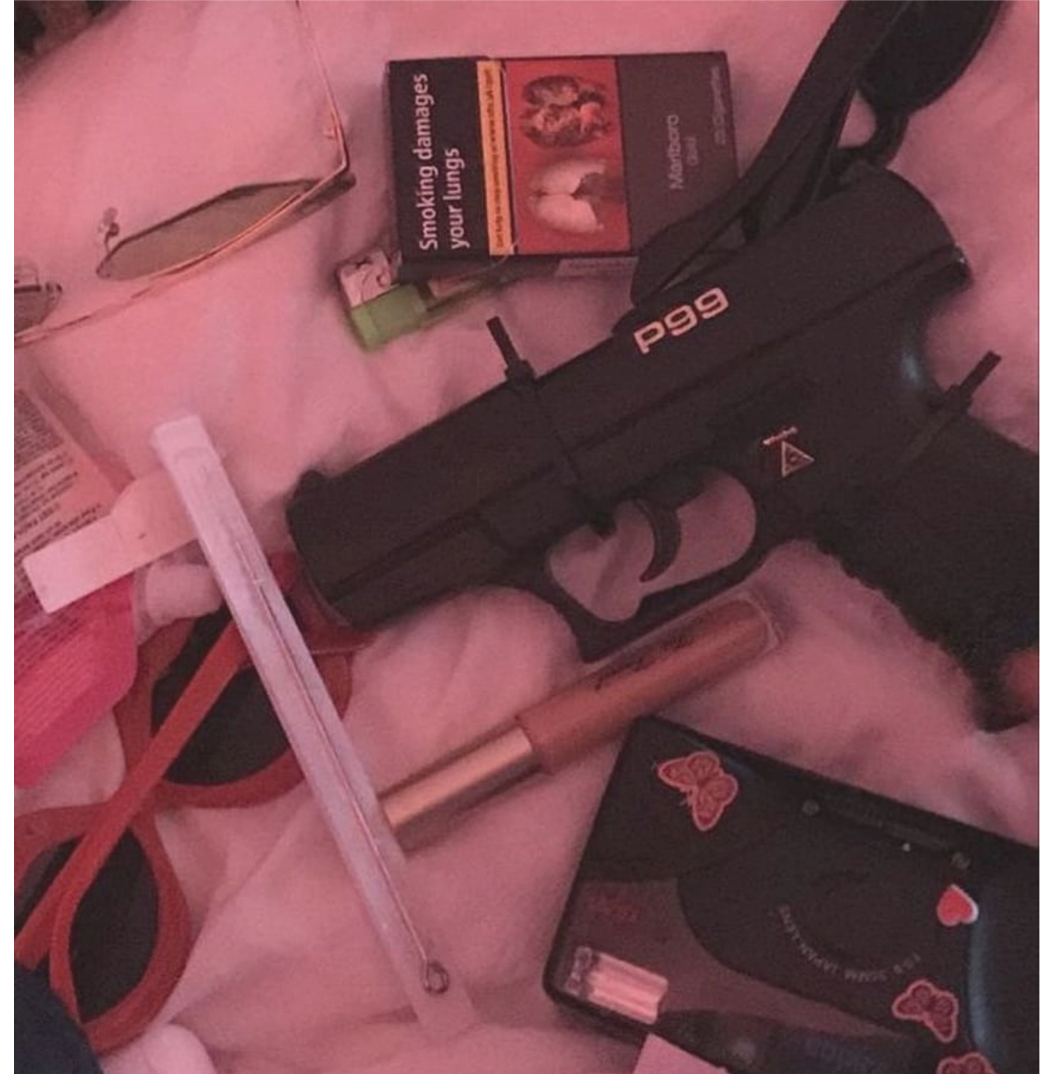


Logline

Trapped by criminals in a luxury villa, two quirky door-to-door sale's ladies must find a way to escape...but the only thing on them is a case of cosmetics.

Synopsis

Troublemakers Gina and Babs get more than what they bargained for when they decide to break into a seemingly abandoned luxury villa. When faced with unexpected foes, our unlikely heroes must find a way to escape what turns out to be a break-in and kidnapping. With little more than the make-up and tools in their travel case, will the girls be able to work together to get out alive? This diasporic adventure merges action with comedy, against the backdrop of a desert suburbia.



The background of the image is a close-up, slightly blurred view of several Indian 1000 Rupee banknotes. The notes are primarily purple and pink in color, with intricate patterns and text. The word 'HUNDRED' is visible in large, bold letters on the notes. The overall composition is a dense, overlapping pattern of currency.

FICTION

Treatment

Title: Perfect Hair Day

Genre: Adventure

Characters:

Babs (29): An airy fairy, bleach blonde with a heart of gold and her head in the clouds.

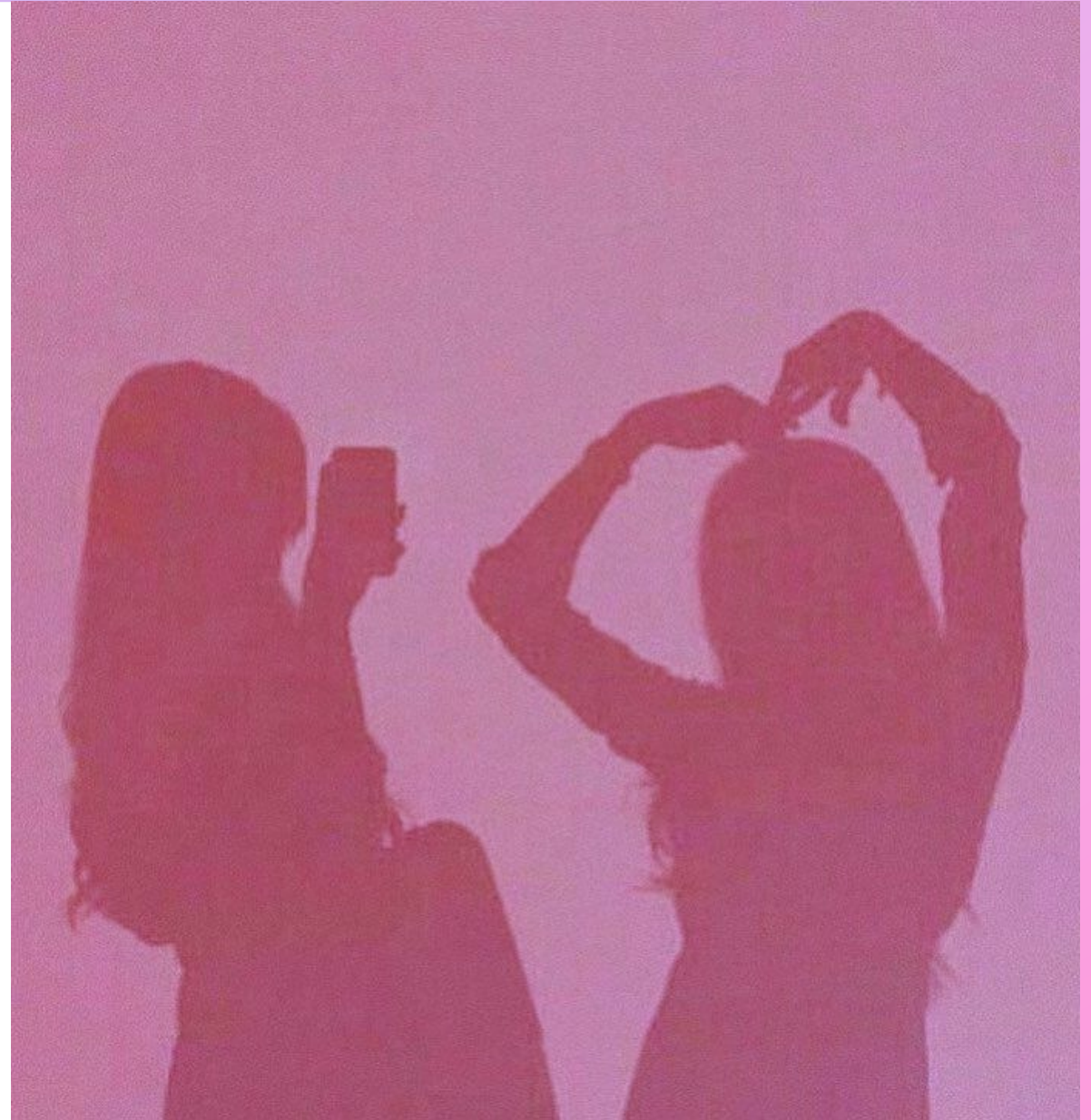
Gina (30): Babs' best friend with a bossy attitude and a tough exterior.

Khalid (35): The handsome realtor, with the perfect hair; a somewhat vain but well-meaning guy.

Harry (29): The neurotic and insecure leader of the criminal group responsible for multiple recent break-ins in Gina and Babs' suburban sales quarter.

Terry (40): The strong and silent member of the criminal trio; usually their voice of reason.

Mo (21): The youngest member of the criminal trio, always a step behind but eager to prove himself.



Plot

On a blistering summer morning Babs and Gina, hit up their favorite supermarket stealing what they like, clad in their hot pink work uniforms. Ogling over a commercial for a handsome real estate agent and gossiping away; but the two are distracted enough not to pay attention to the news reports about robberies on the rise in the neighborhood - where they go door to door to sell make up - or the 3 men in dark clothes buying suspicious items in the store. After a long day of getting doors slammed in their face and getting chased by naughty children with water-guns Babs and Gina, along with their rolling case of make up, come upon a beautiful luxury villa with the door wide open. Curious, they sneak inside only to get caught in the middle of a hostage situation between the 3 men from the supermarket and the handsome realtor from the commercial. Using their quick wit and the make up in their case the girls fight to claw their way out of the villa and save the handsome captive in the process.

Director's Bio

Laith Al Ramahi is a Palestinian-born multi-disciplinary Creative Director and Filmmaker from Amman, Jordan. A child of the golden age; the 90s. In love with Science and Art.

Passionate about transforming emotions into films and photographs. Laith has been a visual storyteller from the age of six when he discovered an old Canon camera in his father's closet. Among his many achievements Laith has won over 20 awards from festivals and competitions in Hollywood, Europe, the Middle East and Latin America.

He also boasts more than 80 screenings and nominations from over 30 countries worldwide and 4 of his films have premiered in cinemas in the UAE, viewed by thousands of people.



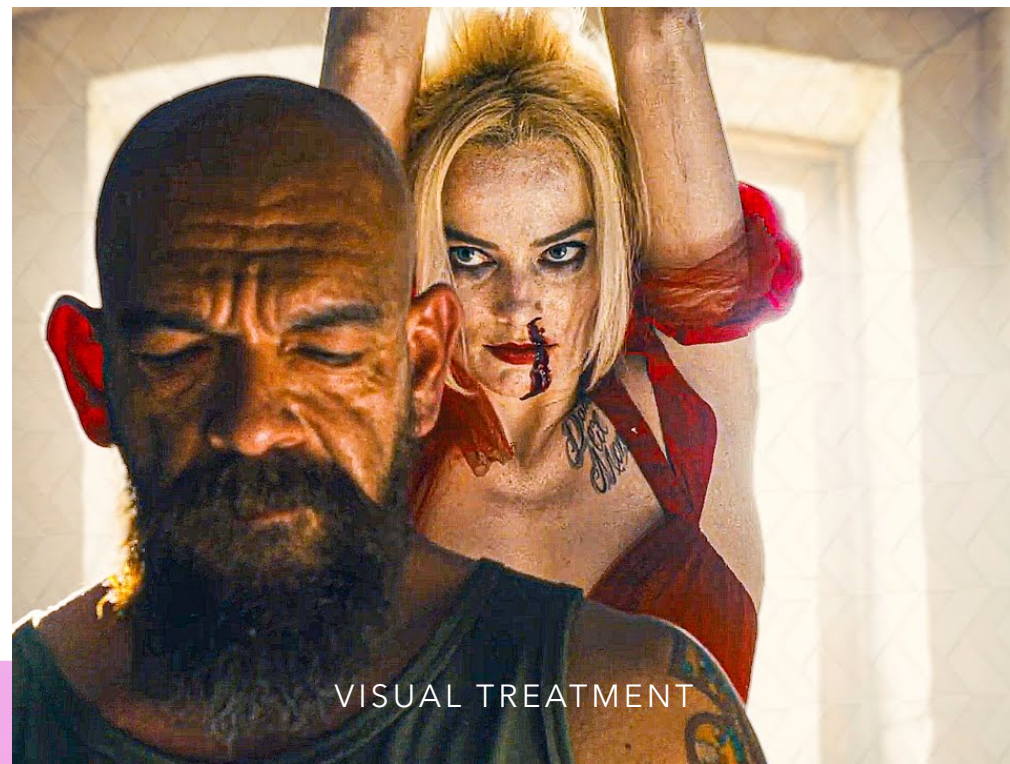
Director's Statement

I grew up with 4 very important women in my life - my mom, and 3 incredible sisters. We always had cosmetics overflowing in the house, even though I never used them, I was familiar with the basics and always watched them discovering the latest trends.

Now let me reveal a somewhat darker part of my childhood; when I was five years old, my younger brother and I would shoplift everything we couldn't afford. So, we used to take Pringles cans, hide under the stairs, steal the covers with prize coupons on them, have a couple of chips, and leave as quickly as we could. Then, the next day, we would repeat the process.

When Mehr showed me "Perfect Hair Day" for the very first time, I couldn't help but remember how naughty I was as a kid and how relatable I found the character of Gina. Another reason I love this script is that you barely see movies about rule breaking and crime started by women. Even the "Oceans'" movie franchise creators needed 17 years and 4 movies to finally make one with a leading female cast.

My goal is to create films that inspire audiences to explore and engage with the concepts of innovation, truth, and the wonders of the unknown. I hope to cultivate a sense of mystery and encourage viewers to consider the deeper meaning of everyday life.

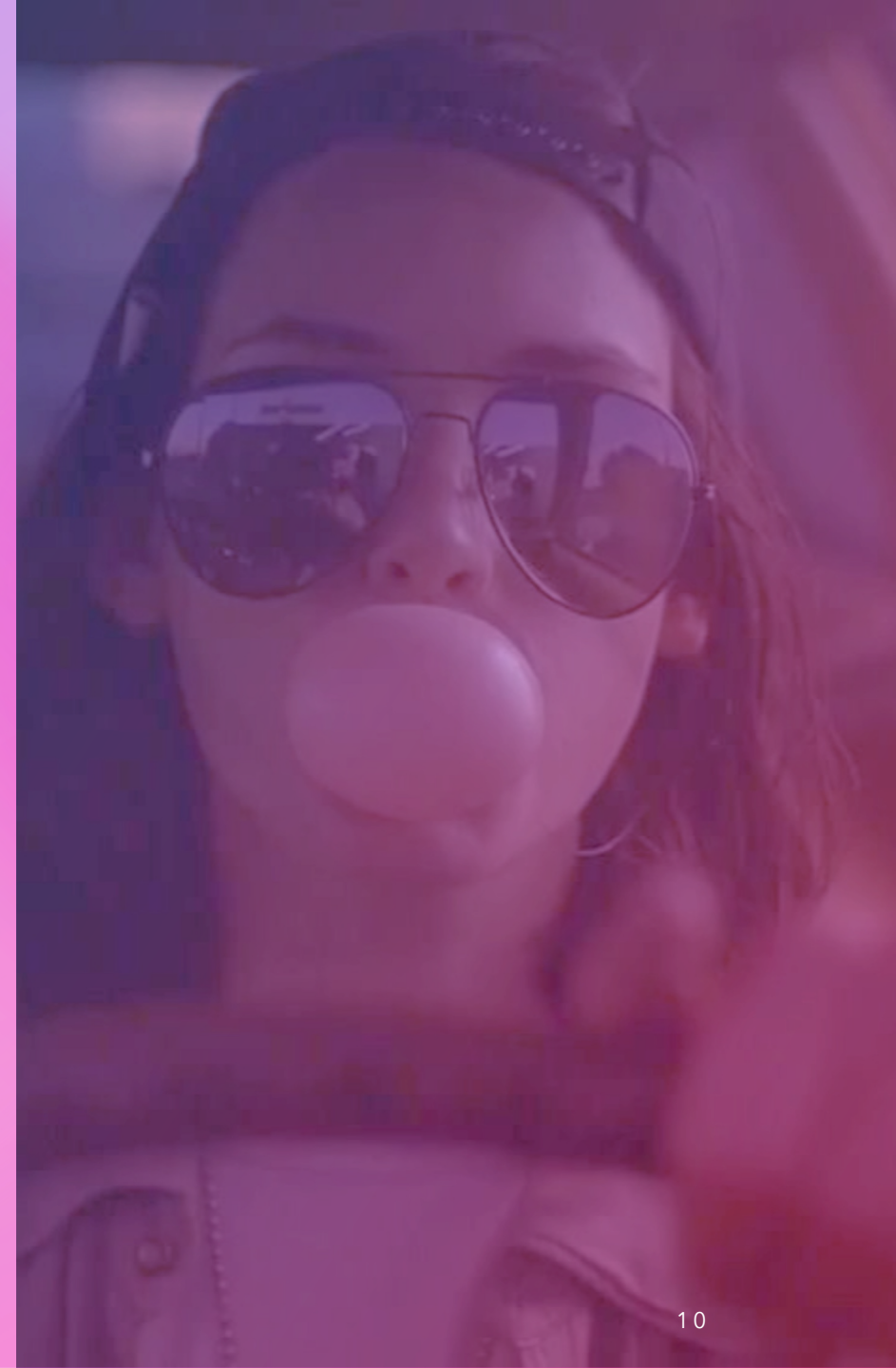


VISUAL TREATMENT

Visual Treatment

Our vision is for a wild and weird adventure through a desert suburbia, viewed through warm tones that take a dark tinge as the film progresses and the stakes start rising for our characters.

Aesthetic elements of the film take inspiration from Arabic and South Asian influence and how it melds with Western affluence, mimicking the convergence of cultures in melting-pot communities.



Estimated Budget

Our ambitions for the budget are capped at USD 18,700. However, we have estimated with margins that the project can also be completed in USD 13,500 with some strategic collaborations and sponsorships.



About the Script

Perfect Hair Day was a story spawned from the 2022 session of the ImageNation Abu Dhabi and Arab Film School's Screenwriting Program. Dealing with themes of connection, convergence in multicultural communities and melding comedy, action and adventure; it has already secured multiple awards in festivals around the world.



**IMAGE
NATION**
ABU DHABI

About the Writer

Mehr Hussain has been acting and writing since her childhood and took to the national stage early on in her career.

She has produced several original works and has received 10 international awards and recognitions for her acting and screenwriting.

She is proud of her South Asian and Persian heritage and is passionate about inclusion and representation in film and storytelling.



Appendix

Additional Documents and Resources



Production Details

- Theme: Connection
- Language: English
- Filming Location: UAE
- Estimated Filming Days = 5
- Crew of 12
- Cast of 9 (including featured extras)
- Post-Production: UAE

