

FIT

Written & Created by Christina Morelli

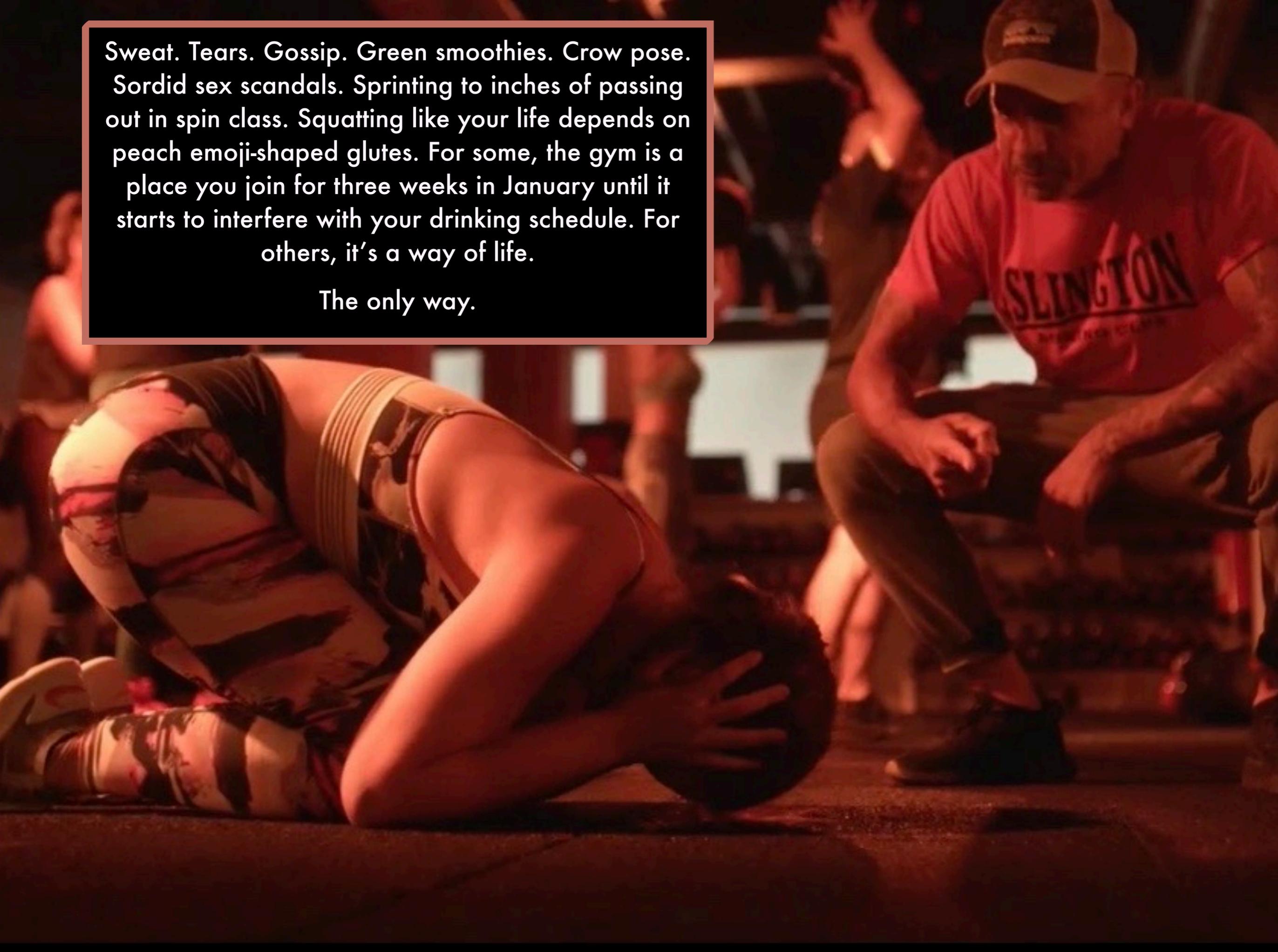
SIZZLE REEL: <https://vimeo.com/349986320>



When a tenacious American is hired to teach Barre at an upscale London studio, she's quickly thrust into the drama and trauma of the boutique fitness industry in all its narcissistic glory.

Sweat. Tears. Gossip. Green smoothies. Crow pose. Sordid sex scandals. Sprinting to inches of passing out in spin class. Squatting like your life depends on peach emoji-shaped glutes. For some, the gym is a place you join for three weeks in January until it starts to interfere with your drinking schedule. For others, it's a way of life.

The only way.





FIT kicks off with American ex-pat, former dancer, and aspiring playwright Maggie MacFadden, who moved to London two years ago and is yet to have a play produced. Desperate for cash and disillusioned by the limited theatre world, Maggie reverts back to her dance roots and applies for a job as a fitness instructor at one of London's hottest boutique studios – B. FIT. Founded by Bernadette (Bernie) Echo, B. FIT attracts seriously committed clientele and a seriously attractive staff to keep them committed.

After putting her through a rigorous, humiliating audition process, Bernie refuses to hire Maggie, claiming she “doesn't fit in with the studio brand” (ie: no thigh gap). But when a botched boob job takes down one of B. FIT's beloved instructors, Maggie finds herself thrust into this lovable, flawed, dysfunctional crew of clients and staff. Fellow trainers include JT, an Adonis-like HIIT instructor, Claude, a handsy yoga guru, Bridget, an overly energetic spin teacher, and Eva, the model/Barre teacher who Maggie replaces, much to the chagrin of B. FIT's clientele.

Maggie sees this as a win/win – fill her drained bank account and hopefully make some new friends in the process. The clients at B. FIT, however, clutch to each other tighter than their inner thighs to a resistance ball. She tries chatting in the locker room but finds it difficult to know where to look, as naked women brazenly lotion their nether regions without a hint of modesty. At the local coffee shop, she faces averted eye contact mixed with disdainful stares. Her class numbers plummet, and she's threatened with getting sacked after just a few weeks.

Maggie knows the only way to beat the system and fight the American/British culture clash is to penetrate at the top. She makes it her goal to befriend the head of the “Desperate Housewives” clan – the gorgeous Grace Simmons – and her beautifully Botox'd crew. But will Maggie, with her child-bearing hips, natural C cups, and evidently spreading crow's feet, ever be accepted by this pristine posse? Does love or heartache lie within the steamy shower walls? Only time, press ups, and a killer playlist will tell.

THE WORLD

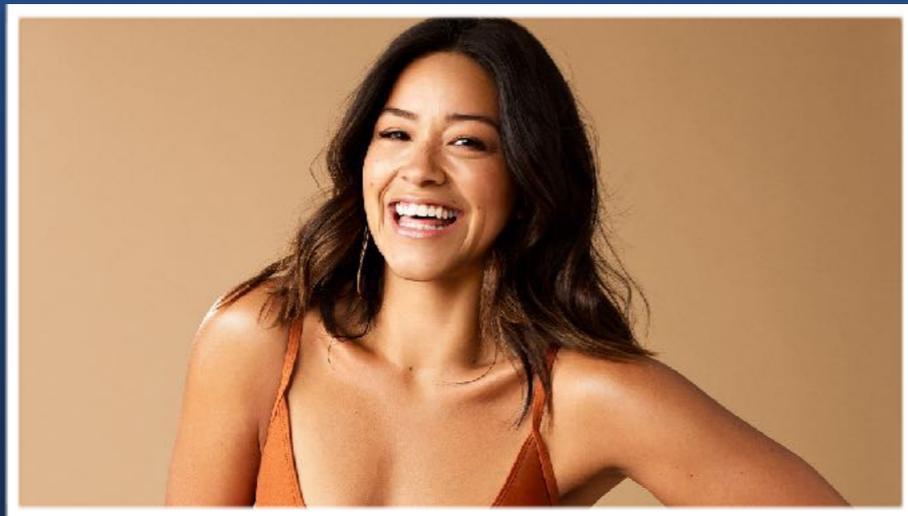
It's no secret that the fitness industry has exploded as cultures all over the world continue to document every step of their life online. From Instagram's fitness model craze (the *fitstagramers* of the world) to boutique gyms and workout apps popping up in every major international city and media platform, we've become a society that defines ourselves by how much we sweat in Bikram Yoga, how fast we sprint in SoulCycle, what size we wear, and how much Lycra we own.

Exploring the blurred lines between reality and the Internet, the rise of loneliness in the digital age, the worldwide obsession with our bodies and our diets, and the subsequent demons that we battle as we pursue (perceived) perfection, FIT has something for everyone. The ones who consider Sunday spin class their church. The ones who prefer their yoga teacher to their therapist. The ones who found home in their #fitfam... Who have an irrational fear of spandex... Who hide in the back of the class... Who would rather hemorrhage money than cancel their unused gym membership.

At a time when body positivity and mental health is part of our daily dialogue, and activists are championing movements to encourage self-love and acceptance, the industry is prime for series that address these issues in an open and honest manner.

With a zany cast of diverse, international characters and painfully relatable storylines, audiences all over the world are guaranteed to laugh/cry their way straight to a six pack quicker than you can say "vegan kale protein smoothie."

MAIN CHARACTERS



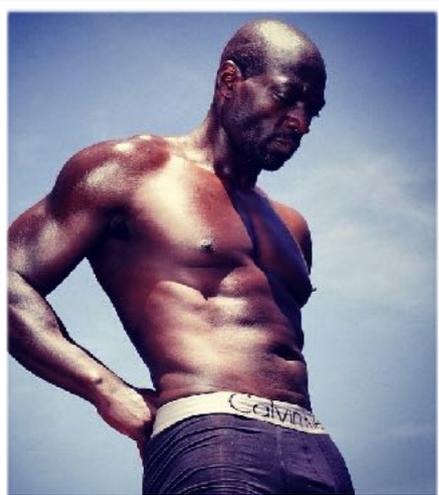
MAGGIE MACFADDEN (Female, 30s) — A fiery American expat, running from her past yet failing to build a secure future. She often lacks a filter, but never says anything without the right intention at heart, and is not one to blend or fit in despite all her best efforts. Maggie moved to London two years ago after a painful breakup that cost her both her reputation and her career. As a bold New Yorker, she finds it hard to acclimate to the British culture but is determined to find her way. Her best (and only) friend Alice is her closest confidante, number one fan, and toughest critic... aside from her Italian mother and opinionated family that she's tried to escape (damn that Norwegian Air and their cheap flights to London). Though she and Bernie are instantly at odds, over time she comes to discover that the woman who seems to stand for everything she is against, isn't so different from her after all. *Suggested Casting: Gina Rodriguez, Jillian Bell*



BERNADETTE (BERNIE) ECHO (Female, 40s) – A brilliant businesswoman who fell into the fitness industry unexpectedly, Bernie Echo is a legend amongst the North London health and fitness community. Widowed at a young age, Bernie opened B. FIT just over 10 years ago, after winning a lawsuit over the car accident that killed her husband. The young couple were living the City life, with budding careers in finance and a flat that overlooked the Thames. Unable to cope with her feelings and the trauma of the tragedy, Bernie invested in an empty studio space far from the buzz of central London and rebuilt her life. She comes across uptight, tense, inflexible, and at times, cold... but at the core of it she's a woman who never allowed herself to heal, opting instead to escape into the one thing that doesn't remind her of all she lost – until Maggie comes along.

Suggested Casting: Tamsin Greig, Amanda Abbington, Poorna Jagannathan

MAIN CHARACTERS (CONT'D)



JT EZE (Male, Early 40s) – Master Trainer and Studio Manager at B. FIT, JT came to the studio five years ago and slowly worked his way into Bernie’s graces. Despite their differing attitude towards fitness, Bernie trusts JT above anyone else in the studio, and is one of the few people who has seen her at her most vulnerable. Very charming, charismatic, and energetic, JT is a favorite amongst the ladies at B. FIT – and knows it. While he toys at the heartstrings of spin instructor Bridget, he simultaneously plays into Grace’s raging sex drive and his loyal following that book in for his classes a week in advance. It’s all about appearances though... outside of the gym JT struggles with a strict Nigerian upbringing and a desire to explore his sexuality far beyond the walls of B. FIT’s tiny, gossip-filled world. *Suggested Casting: Adewale Akinnuoye-Agbaje, Ben Bailey Smith, Nicholas Pinnock*

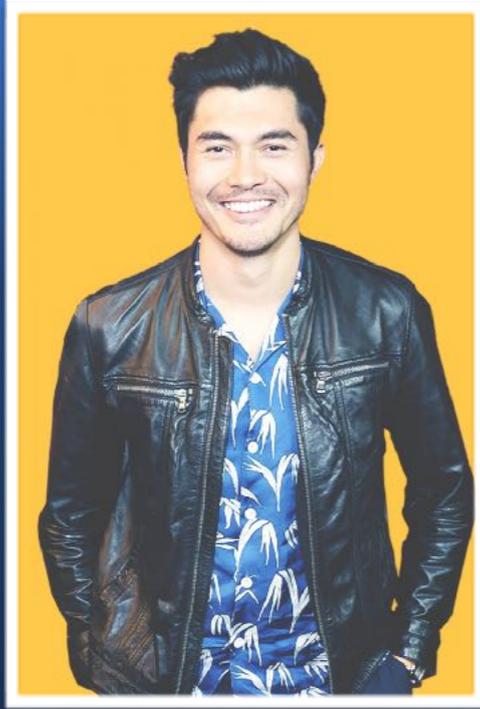


GRACE SIMMONS (Female, Early 40s) – Leader of the “Desperate Housewives” and B.FIT’s star client, Grace is an old university friend of Bernie and one the OG ‘Fitties’. A failed actress who married a wealthy barrister, Grace forgo children in lieu of the perfect body and glamorous lifestyle. She runs a small PR consulting firm in her spare time, but most days she spends at the gym feeding her appetite for fitness and her carefully curated Instagram. Her tragic body dysmorphia makes her intolerable at times – a trait enhanced by a lifetime of disappointing her mother and an obese sister she keeps hidden from her public life. *Suggested Casting: Lucy Punch, Amy Beth Hayes, Rose Byrne*



ALICE COLLINS (Female, 30s) – Wife, mother, caretaker, friend... but no idea who she really is underneath all the labels. She wears her middle class life well, despite her regular meltdowns in Waitrose when she has a moment to herself. Alice married young, started a family, and ticked off all the boxes she created for herself after university. But with her marriage on the rocks and her hormones going wild, it’s just a matter of time before Maggie’s free spirit and bold approach to life rubs off on her in all the wrong ways. *Suggested Casting: Aisling Bea, Daisy Haggard, Ruth Madeley*

THE FIT FAM



JAMIE
Forbidden Fruit



CLAUDE
Handsy Yoga Guru



BRIDGET
Spin Queen



EVA
Barre Teacher/
Awkward Giraffe



PRIYA
Receptionist/ People
Pleaser

SEASON ONE EPISODE BREAKDOWN

EPISODE 1 - PILOT

Following yet another writing rejection and low bank balance notification, Maggie MacFadden decides to tap back into her dancer roots and apply for a teaching job at B. FIT, one of the hottest boutique fitness studios in North London. Confident she'll breeze through the interview, with her extensive experience teaching in New York and years of professional dance in her background, Maggie is shocked and humbled by the owner's dismissal. Bernie Echo has a clear vision of her brand – and Maggie simply doesn't fit the mold. After a little convincing from JT (B. FIT'S charming Studio Manager and Master Trainer), Bernie concedes to let Maggie audition.

The next morning, drenched in sweat and self-awareness, Maggie fights her way through a rigorous cycle of classes – spin, HIIT, barre, and yoga. The only thing more intense than the workouts are the filthy looks she's thrown by Grace Simmons, the gorgeous ringleader of the core clientele. Not one to back down to a bully, Maggie survives a sweaty Saturday and teaches her first class – even receiving positive feedback in the end. But that's not enough to convince Bernie of her worth, and Maggie is slapped with a body-shaming hard pass as she's seen out the streak-free glass doors.

Fast forward to a few days later, when a botched boob job renders Eva, the Barre teacher Maggie was meant to replace, unable to return to work. Maggie is pulled out of a coffee date with her best friend Alice, with pleas from JT and spin instructor Bridget to join the B. FIT team. Though it goes against her morals to work for a woman like Bernie, she's desperate for a job and falls a bit in lust with the chaos, drama, and challenge of an environment like B. FIT. Nudged by Alice to forgo her pride and accept the offer, Maggie strikes a deal with Bernie and agrees to start immediately.

EPISODE 2 – BALANCE

Maggie struggles to keep up with JT's training and full teaching schedule. Her small group of fan girls are quickly usurped by Grace and the Desperate Housewives, who've made it clear they are not happy with Maggie being hired. Their displeasure manifests itself both within and outside of studio walls, culminating when Maggie shows up for a post-workout hang. Bridget tries to ease the blow by taking Maggie out for drinks, leading to a night of dirty gossip, leaked secrets, and potential ammunition to be used on both sides. Maggie discovers her new crush, Jamie is Bernie's forbidden ex. Back in the cardio room, yoga guru Claude is (yet again) caught in a compromising position with one of his yogis. A power struggle ensues when Bernie is threatened by a Pilates studio opening just down the road, and begrudgingly turns to Maggie for advice.

EPISODE 3 – RELEASE

After a few unsuccessful attempts at bullying Maggie, Grace stages a "coup" at the studio in an effort to enforce some client-fueled changes. The tables are quickly turned when just a few days later, Maggie catches Grace in a compromising position – cheating on B.FIT with Bernie's arch nemesis and fitness rival, Lou Ellen Parker. Meanwhile, Bernie deals with lingering baggage from her past when she confronts Jamie about his interest in Maggie. JT and Bridget decide to end the "benefits" part of their "friends with benefits", and Priya, the studio receptionist, becomes the target of harassment. She turns to Maggie, who offers to help take care of it without costing Priya her job.

Arriving at the pub for a much-needed drink post-Grace and studio drama, Maggie is shocked to discover her American ex-boyfriend, Kevin, waiting for her with unexpected news.

SEASON ONE EPISODE BREAKDOWN

EPISODE 4 – LIFT

JT puts together a client/trainer team to run a Tough Mudder race in the English countryside. After some intense sessions at the studio to get everyone's spirits pumped, the unusual team of mismatched personalities are ready to run. The road trip, complete with JT, Bridget, Maggie, Grace, Jamie, JT's mate Reg, and Priya, takes a few wrong turns, but the team eventually makes it to the start line.

Antics ensue, as the athletic abilities range from Iron Man competitors to Sunday morning joggers, but the B. FIT team forges ahead with the standard Tough Mudder "no man left behind" mantra. Bonds are formed, flirtatious lines are crossed, and mud is caked into every crevice by the time they finish their ten mile race, changing the way they'll look at each other forever.

As drinks flow and Alice and Bernie strike up a flirtatious bond, Maggie is driven into a jealous rage.

EPISODE 6 – BURN

Maggie, quickly approaching burn out or a nervous breakdown, finds herself being pulled in multiple directions. The Bootcamp Pilates studio down the road has recruited her, offering a handsome package and far less stress. Her forbidden feelings for Jamie are still lingering, but she finds herself late night texting Kevin to distract herself from making a move.

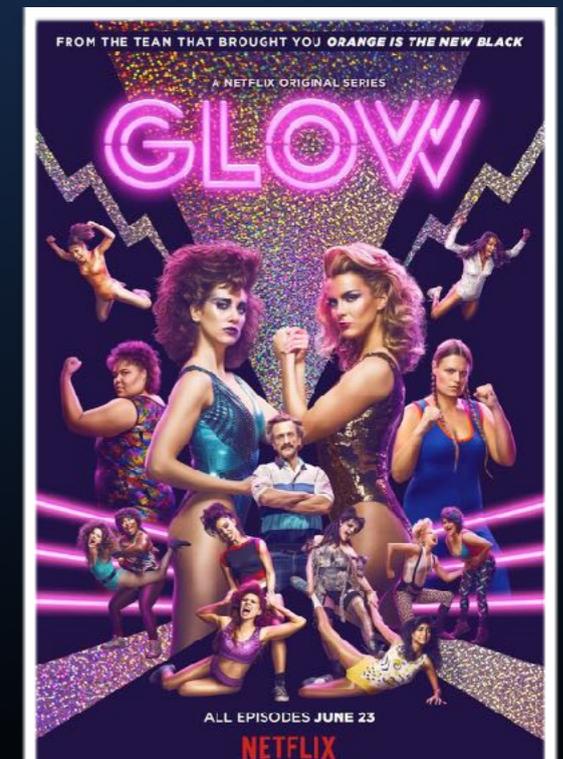
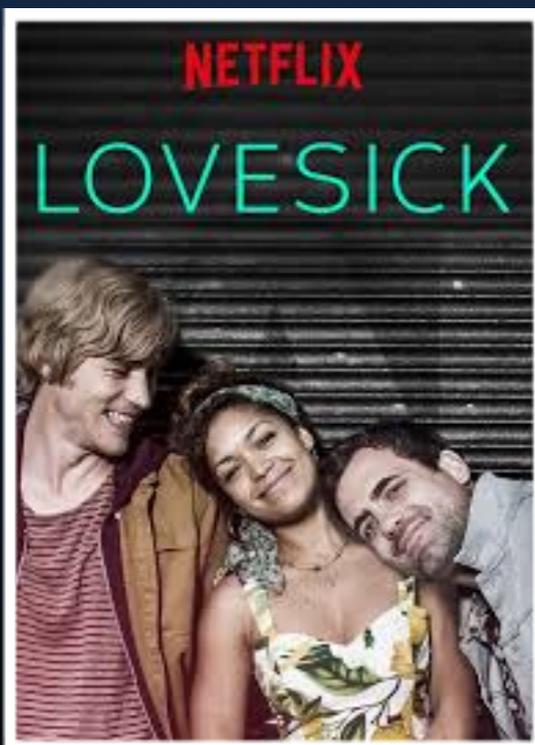
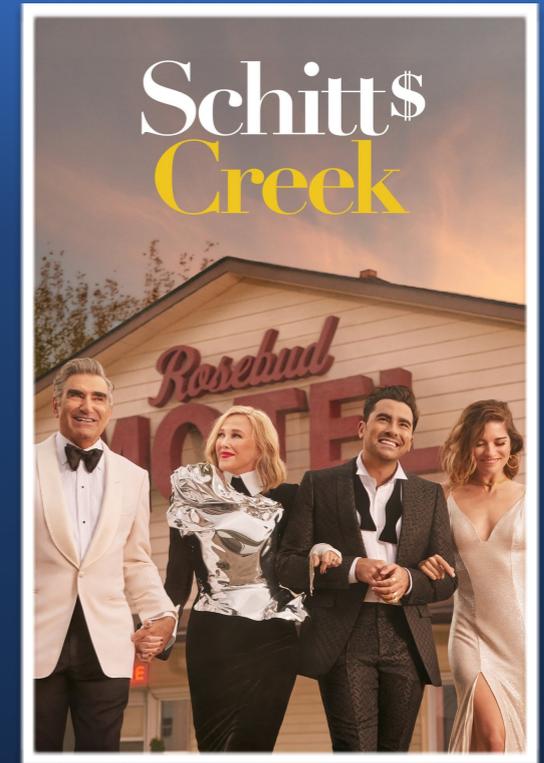
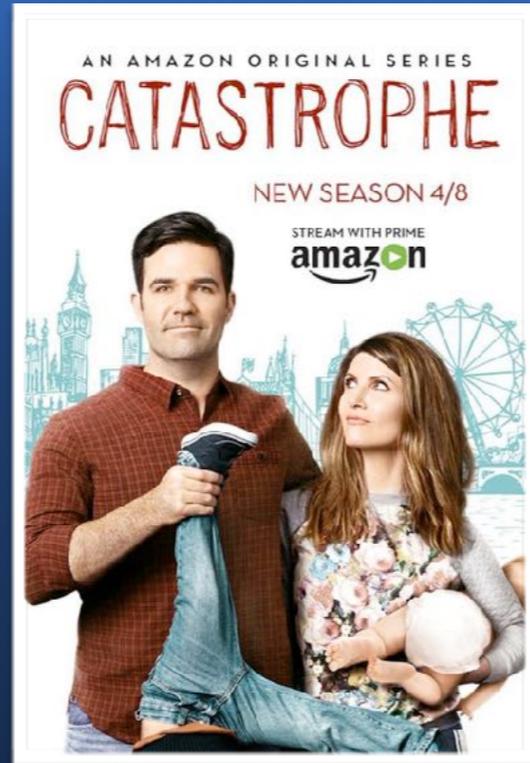
Alice asks her to babysit the kids on the same night Grace is planning a B. FIT soirée. JT and Bernie bicker over new studio policies and turn to Maggie to cast the deciding vote. Eva returns, and expects her old job and classes back.

EPISODE 5 – SPRINT

A new Barre client confesses a very personal secret to Maggie, and she's unsure what to do with it. Bernie becomes obsessed with Jamie and Maggie's budding romance and tries to sabotage it by overloading Maggie's schedule, leaving her no time for a personal life but a pleasant boost to her bank account.

JT suffers a serious injury but refuses to stop teaching. Maggie offers to help rehabilitate him with Pilates. Alice hits her "mid-life" crisis and confesses to Maggie she's contemplating leaving her husband for a different lifestyle – one that involves more women. Maggie takes Alice out to a party to clear her mind and get some perspective, where they end up running into Bernie. The day from hell culminates with Grace's party, where hearts are broken, bridges are burned, and the fitness obsessed group comes to terms there are some things in life even the best bootcamp class in the world can't fix.

FOR FANS OF...



In February 2019, I submitted a pitch for a series called “FIT” to a TV development festival. I was convinced it was my ticket in.

It was not.

A few days later, fueled by frustration and rage, I boarded a plane from London to New York. As that pilot flew us across the Atlantic, FIT flew out of me as though another part of my brain had taken the wheel. It was a nod to my past, to a life, a body, and a world I’d had a love/hate relationship with my entire life. By the end of the flight, I had a completed first draft (and even squeezed in a film before landing!).

One month later, in an ironic twist of fate, I was hired at my London gym as a Barre teacher... suddenly, life was imitating art. Maggie became more than a collection of my experiences as a dancer and fitness instructor... she was a living, breathing present part of me I thought had retired for good.

I’ve never enjoyed pitching a project as much I love pitching FIT. It’s an instant conversation starter. I love how everyone interrupts with their funny gym memories. I love how many people empathize with being told off for sitting on someone’s bike, and the stories about embarrassing moments in yoga and bootcamp classes. It’s freed up space for women to be more vulnerable expressing their body issues and it’s encouraged men to admit they have those same fears and insecurities. It brings out the most human side of everyone, no matter your gender, race, sexual preference, or belief system.

I love that the people you share those sweaty, messy moments with become your family. They see you at your literal worst — cursing on a treadmill or flailing around naked in the locker room — and they respect you even more for it.

But the best part about pitching this series, is that when I tell people the premise they respond as though I’ve written this show *just for them*. And as a writer, there is no greater gift than knowing someone feels seen by your work. That they’ve connected.

My vision is that FIT will do for the health and wellness world what FRIENDS did for coffee shops. And I hope our resilient protagonist, Maggie, becomes the voice in every person’s head reminding them that they’re not alone.



– Christina Morelli, Writer/Creator



MEET THE WRITER...

CHRISTINA MORELLI (Writer/Creator) - Christina Morelli is a screenwriter and creative producer, born in New York, grown across the US, bred in London, and now based in Los Angeles.

A former dance studio owner, teacher and choreographer, Christina has held a professional role in the artist community for over 15 years. Her entrepreneurial spirit and way with words carved the path for a number of lucrative opportunities, from authoring a family biography to working as a commissioned writer and getting her first TV series optioned.

She holds a Masters in Screenwriting from London Film School, and her portfolio includes short and feature films, limited series, TV pilots, web series, music videos, online content, and live events.

Most recently Christina was a producer on the indie feature DEMON (2019) and short film TOUGH GUY (2019). As a writer she's known for her original play CHASING SHADOWS (workshopped in London and New York), her web series DUST (2016), and her original TV comedy series FIT (2019), which has been optioned by Rebecca Papworth of Can Can Productions (Home From Home - BBC1, The Steph Show - Channel 4).