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## Truly Original uncovers Bravo's "Stripped"

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December 5, 2017



Truly Original is baring it all for its latest series.

*Stripped*, which makes its debut on Bravo tonight (Dec. 5), sees participants stripped of their material possessions, including the clothes on their backs, for 21 days.

Their belongings are placed in a mobile storage container, and only toilet paper, water and food rations are provided. Each day, they are allowed to retrieve one item they deem essential.

Participants are expected to go about their daily lives by showing up to work and maintaining family and social relationships without their everyday necessities.

The series is based on a format from Endemol Shine Group company Metronome Denmark. The most distinctive difference between Truly Original's *Stripped* and the Danish version are the featured characters. Metronome's *Stripped* features the same people in each episode, while the Bravo episodes are self-contained, with different couples featured in each hour.

*Stripped* participants are challenged to make it through the 21 days, with no prizes given at the end of the three weeks.

Instead, says Truly Original co-CEO Steven Weinstock, *Stripped* is more about a journey of self discovery and is meant to prompt questions pertaining to consumption, materialism and what audiences value.

"Participants are literally stripped naked on camera," he explains. "So [casting] required somebody who was interested in exploring their own relationship to their world and to their possessions."

Weinstock believes audiences will be compelled by the storylines and relationships of

those featured in the episode, but also points to the gameplay that each person participates in on a day-to-day basis. Each day, the individuals get to choose one item to take back possession of. While some opted for comfort (choosing a onesie, for example), others valued hygiene, opting for a toothbrush.

Added to this is the ingenuity of the players as they try to address their own comfort levels, including their habits of recreation and cleanliness, without the aid of toiletries or entertainment devices.

“What surprised me in the end was the triumph of the human spirit — a revelation of what really mattered and what was really important,” says Weinstock. “There was almost a paradigm shift in the way they approached the world.”

While *Stripped* may seem like a diversion from Bravo’s current programming, when the series was first greenlit in March, EVP, current production Shari Levine called it “pure Bravo.”

“It captures entertaining stories of real people undergoing dramatic life changes,” she said at the time. “This is not a competition, there are no prizes, yet each person walks away with more insight than they could have imagined.”

Weinstock agrees.

“Bravo has consistently delivered programming that is aspirational,” explains Steven Weinstock, co-CEO of Truly Original. “[*Stripped*] is an interesting way of taking that aspirational sensibility and turning it on its head.”

Truly Original’s [Weinstock](#), [Glenda Hersh](#), [Todd Hurvitz](#), Cat Rodriguez and Michelle Schiefen serve as executive producers of *Stripped*. The format has been sold by Endemol Shine to seven territories including the UK, Germany, Spain, Sweden, Finland and Denmark.