

uBettina oMubi (Ugly Betty)

She's Beautiful

169 x 60'

LOGLINE:

Bettina (Betty) Sikhakhane is a smart, kind-hearted young woman who has always dreamed of being in the fashion publishing business. Even though she is hard working and passionate, her dream has to date been thwarted by one thing: Bettina is slightly less than attractive in a world that demands beauty. But when she is given an opportunity to be the secretary of Umswenko Magazine's new editor-in-chief, Dingaan Vundla, she is determined to do whatever it takes to fulfil her ultimate dream.

SYNOPSIS:

uBettina oMubi (Ugly Bettina) is the South African adaptation of the Colombian telenovela "Yo soy Betty, la fea (1999)" which has been successfully adapted in 19 territories across the world with the American version broadcast on DSTV's Sony TV to South African audience. The series follows the trials and tribulations of Bettina Sikhakhane, a wannabe fashion writer, from Meadowlands, a suburb of Soweto, Johannesburg's largest township. Despite her lack of social skills and self-confidence, Bettina is hardworking and savvy but is plagued by the fact that she is a plain looking woman with no fashion sense, trying to get into the fashion publishing industry. When magazine mogul Thokozani Vundla recruits her to work for his player son, Dingaan, as his secretary at Umswenko, Bettina is thrilled with the chance to fulfil her dream. What she doesn't know is that Thokozani has appointed her mainly because she is not good-looking, and he hopes that this will prevent Dingaan from sleeping with her as he has done with all his other secretaries, and nearly every woman in Sandton, where the magazine has its head-quarters.

Bettina must dig deep to reflect her inner beauty in a space where outer beauty is everything. In the face of beautiful skinny models and hard-as-nails fashion executives, Bettina must find a way to shine through her frumpiness and be the best the secretary she can. But this is no problem for Bettina whose positive attitude towards her work and life gains her friends and respect in the superficial world of fashion at Umswenko. With her kind-heartedness and determination, Bettina wins over Dingaan's respect and the two become allies as she helps him protect Umswenko in the high-paced, back stabbing world of fashion. She must contend with Creative Director Winnie Seabi, who failed to get the Editor-In-Chief position and is Dingaan's nemesis, and her assistant/henchman Marcus Sinclair. Also trying to bring her down is receptionist Amanda Steenhuis who wanted Bettina's job. Bettina's only friends at Umswenko are seamstress Shaneen Anderson and accountant Harry Gumbi, who Betty has a crush on. Bettina's rock on her journey is her father Israel and she also relies on her older sister Harriet and Harriet's son Justice for support. Dingaan's family, includes Cebisile, his mother; and, his transsexual and competitive sister Yandile Vundla (formerly known as Bandile) who has just returned from a two-year disappearance.

GENRE:	DRAMEDY
DURATION:	169 EPS X 1HR
SERIES LANGUAGE:	ENGLISH, LOCAL SOUTH AFRICAN LANGUAGES
PRODUCERS:	DAN JAWITZ, JOEL PHIRI & TSHEPISO SELLO
CO-PRODUCERS:	PATRICK ZUCHOWICKI – IDEAS FOR FILMS LEONARD YANOVSKY – INTRA COMMUNICATIONS INC.
DIRECTOR:	TBC
BUDGET:	TBC
PROJECT STATUS:	OPTIONED

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