NOT YOUR AVERAGE PRINCESSES

SPACEPOP
CREATED BY AWARD-WINNING TEAM

GENIUS BRANDS
Emmy Award-winning production team from Disney, Warner Brothers, and Hanna Barbera. Creators and producers of multi-billion dollar children’s brands including Strawberry Shortcake, Care Bears, Hello Kitty, and Super Mario Brothers.

RON & STEFANIE FAIR
Grammy veteran A&R executive who produced #1 singles by Fergie, Mary J. Blige, Black Eyed Peas, Pussycat Dolls, and Christina Aguilera. Produced and arranged a Lady Gaga single from her 8x platinum album.

HLL DESIGN
Han Lee, creator and lead designer for Bobby Jack fashion brand, which generated over $450MM in retail sales. Conceived of and designed lifestyle brands such as Pink Fizz, The Public Zoo, Zoodorable, and Luckie London.

STEVE BANKS
Emmy-nominated headwriter and story editor for Nickelodeon’s SpongeBob SquarePants. Wrote the SpacePOP series bible, pilot episode, and story arc.
• Music-driven tween brand created to appeal to their passions for fashion & beauty, friendship, music and adventure
• For 8 to 11 year-old girls who have graduated from younger IP
• Short-form animated content featuring original pop music, publishing, digital, and online community that engages audience
• Five distinct, compelling, uniquely strong, relatable 15-year-old princesses who tweens can associate and aspire to their favorite
• Crafted with a merchandise-friendly cross-category strategy to resonate with tweens
When the evil Empress Geela takes over the Planets of The Pentangle, the five teenage princesses disguise themselves as musicians and form a band called SpacePOP. Their mission: Spread the message of freedom and joy through music and join the rebel resistance force to vanquish Geela, who has taken over their home planets and enslaved the inhabitants.
CHARACTERS

ATHENA
The Focused Leader

LUNA
The Obsessed Fashionista

RHEA
The Sarcastic Smart Aleck

HERA
The Sweet Heart of Gold

JUNO
The Tough Tomboy

SPACE PETS
Princesses’ Beatboxing Pets

CHAMBERLIN
Pentangle’s Royal Count

GEELA
The Dark Empress of Evil
ATHENA

Leader of band, keyboardist and singer. Smart, serious, focused, mature. Her keyboard is a radical combination of screens and holograms and piano keys and turntables and levers – Steam Punk Meets Apple 2045. She’s also the mastermind for their rebel activities to overthrow Geela.

RHEA

Guitar and vocals. The sly, sarcastic, wise cracking smart aleck. Think: Kat Dennings. She plays a guitar like nothing you have ever seen; it literally bends and elongates as she plays the 10 strings, and changes colors reflecting the mood and intensity in which she plays.
LUNA

Singer and songwriter. Gorgeous. And she knows it. This girl is a fashionista, obsessed with clothes, make-up, hair and everything Luna. She prefers to think of the other girls as her back-up band. They put up with her because she has an awesome 8-octave voice. She’s a diva with a capital “D”.

JUNO

Drums and screams. Rough and tough, a cute tomboy, who acts now and thinks later. Think Joan Jett meets Arya Stark (Game of Thrones). She is intense with endless energy and it all comes out when she plays her drums. Her drum kit is made up of oddly-shaped, sculpted cylinders that twist around her.
HERA

Bass player and vocals. Innocent, sweet, naïve, enthusiastic, with a heart of gold. Her bass is colorful and luminous and has a pair of robotic hands on it, which assist her when playing. Always happy to go along with what anyone wants to do or cheer up anyone who’s down. Think: Phoebe from Friends.

CHAMBERLIN

The oldest servant in the Royal Count of The Pentangle, Chamberlin has been entrusted with the Princesses very lives, a sacred duty. He’s a nervous, bumbling, and cowardly type. Chamberlin is completely out of his league having to watch over five 15-year-old girls, on their own for the first time.
GEELA

Mash up Maleficent and Cruella De Vil in a blender and pour it all into a sultry siren’s body and you’ve got Geela ... The Dark Empress of Evil. A tall, sleek, imposing woman who is an elegantly wicked, comical villainess. A total royal-wannabe, Geela declares herself an Empress, which she is not; unfortunately no royal blood runs through her ice-cold veins. She is jealous of the real princesses and their lineage.
**SPACE PETS**
The Princesses’ Beatboxing Pets!

**MYKIE is sassy.**
Athena’s Pet

She is confident and a natural born leader. Mykie and Athena are almost telepathic in the way they easily communicate with each other.

**SPRINGLE is ditsy.**
Rhea’s Pet

She wants to be helpful but, unfortunately, Springle makes situations worse because of her total lack of common sense.

**ADORA is loving.**
Luna’s Pet

Dear, sweet Adora never thinks unkindly of anyone and is always the first of the Space Pets to offer a kindhearted word – even for Geela!

**SKITTER is shy.**
Juno’s Pet

In her normal diminutive size, mousy little Skitter is timid and unassuming but when she gets scared she overcompensates by growing to six times her normal size.

**ROXIE is feisty.**
Hera’s Pet

Roxie is one scrappy little Space Pet who has a short fuse and is always ready to join Hera in a fight. The small star on her chest glows brighter and brighter as she readies herself for a fight.
LET'S TAKE A LOOK!
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