


A n I n v i t a t i o n



T o V i s i t


C h r i s t o p h e r L o w e l l



Christopher Lowell trail blazed the very face of lifestyle education in media. In an unheard of decade of daily television he became an icon of his genre inspiring millions of Americans to reinvent, redefine, and reprioritize their lives using their own homes as incubators to explore their hidden creative potential.

Passionate Authoritative Funny Motivational Wise





*"We all want to know something first. but if it's not entertaining enough it's just white noise. Bottom line...if they're not laughing they're not learning."*

*Christopher Lowell*

His ability to combine humor, psychology, know-how & self-effacing wit into highly watchable entertainment offered viewers the ability to laugh, learn and get inspired all at the same time. Lowell combined aspects of Oprah, Dr. Phil and Martha Stewart into a format that became a daily 'appointment view.' Under the guise of home improvement CL was boosting self esteem and healing lives.

Serious Silly Intimate Profound Ironic Witty







# Spontaneous Unpredictable Real Smart

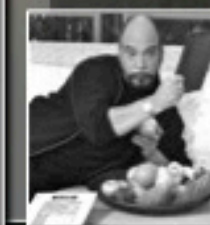
*"People are so ready to emotionally rethink the life they thought they wanted. They're looking for options and permission to purge and refocus."*

--Christopher Lowell



He brought out the best in everyday people. Skillfully giving them the psychological tools to turn fear into excitement. He gave viewers physical and emotional proof that they could do anything with his cheerleading commitment to the quality of their lives

Viewers also watched because they never knew what he'd do next, astonished that even they had abilities they never knew about. They were ready to play because he made risk and experimenting look easy and fun with a trusted friend.



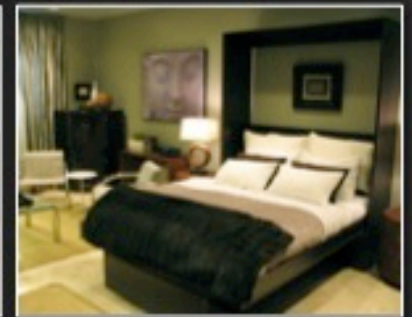
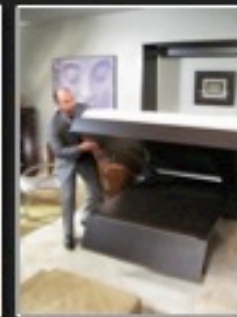
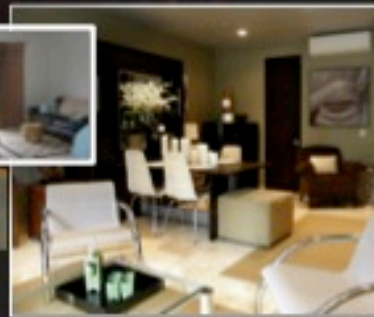
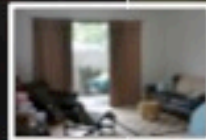
*"It's all about  
Confidence."*

Christopher Lowell

He's been showing  
millions of average folks  
how to live better on  
very little. Giving them  
the emotional mo jo  
to try it themselves.  
He used people's  
environments as  
therapeutic tools.  
Plucking who they really  
were (or secretly wanted  
to be) right out of their  
heads and hearts and  
physically  
putting it aground them.  
It tangibly showed them  
who they really were.



in







*"People are craving face time but their social skills have atrophied. If it's not going well you can't just log off. Inviting people in can seem so self inflicted. So you can't be talking 'menus.' Figuring out a way to make take-out look good is a great start..."*



CL's uncanny ability to voice viewer's insecurities using himself as the example, got them to listen because there was humor in those truthful observations. Then when he could actually offer solutions, they wrote it down.



# Practical Frank



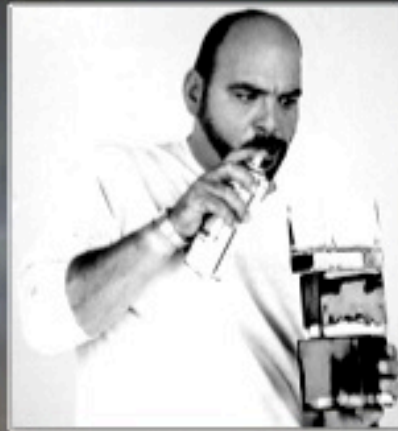
*"If you just try faking it till  
you make it you'll at  
least realize that no one  
cared about 'perfection'  
except you."*

---Christopher Lowell



# Clever Irreverent

*"Shhhh...Lets don't and say we  
did!"*



Giving viewers a  
safe yet quirky and  
unpredictable place  
to tune in each and  
every day,  
garnered the  
networks high ratings  
and CL the Emmy  
plus six nominations.





*"If you can get yourself dressed,  
do your hair and slap on some  
makeup, you're already totally  
over-qualified to make your home  
livable."*



## Refreshing Self-effacing



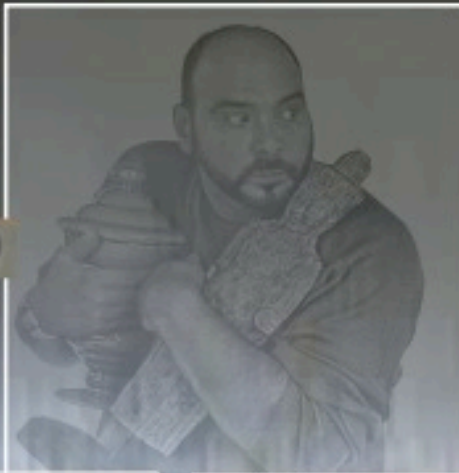
Proof of his  
cultural impact  
found CL included  
in iconic TV series  
and a frequent  
guest on  
America's prime  
time talk show  
circuit

## Flawed



"Fussy,  
cutesy  
crafts for  
therapy are  
not on my  
agenda"





Christopher then used his TV platform and relationship with his audience to assemble the first fully pre-coordinated line of affordable home products that were foolproof. His goal was to give his viewers the actual tools with which to used their newly reactivated personal creativity. His signature brand hit some 3800 stores nationwide and his library of books helped give his viewers an ongoing reference when ever they needed it.

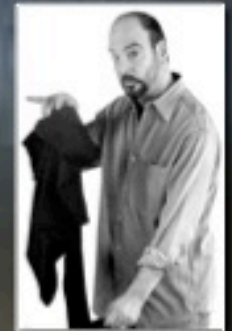
- The Seven layers of Design
- If You Can Dream It You Can Do It
- Small Spaces
- Seven Layers Of Organization

Publishing



*"The mental interior always matches the physical one."*

---Christopher Lowell



- The Hassle Free Host
- Fast and Fabulous Decorating Ideas

*"My life is about getting folks to understand the difference between talent, which is rare, and personal creativity which is their birthright. Once recovered it reshapes lives, lightens the soul and frees us of self judgments."*

*--Christopher Lowell*

Lowell began to see the economic thunderclouds gathering and knew life was about to change. "I didn't want to be on TV talking about duvet covers when I know many of my viewers were going to be fighting just to keep a roof over their heads. I felt this was a sign to make a quiet exit from TV and begin to track the effects of what was about to come...and frankly I'd done what I'd set out to do."





*"After a solid decade on TV (which are like dog years) you have to have the good graces to not over stay your welcome. I figured I'd better say goodbye before I was asked too."*

*--Christopher Lowell*



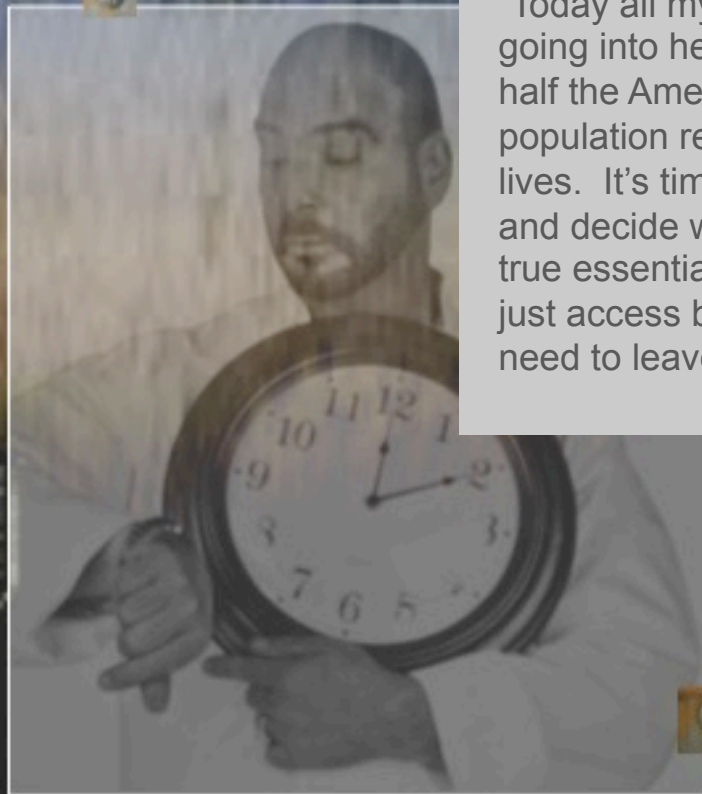
In short of a decade, Lowell had succeeded where no one in his field had, influencing millions of lives.

- The reinvention of an entire genre of TV.
- Over 15 years as Creator, Executive Producer and Star.
- Authored 6 best selling lifestyle books.
- Host of his national radio show.
- Director of a ubiquitous and potent national retail brand.
- Global artistic collaboration with some of America's most influential corporate creative teams In retail, commercial design and media.
- A 3-year national theatrical tour on 'personal creativity' with his one man show that played to standing room only audiences.
- The privilege of inspiring literally millions of Americans to embrace their innate and inherent personal creativity.



*"I could feel the clock ticking and I'd done everything I'd started out to accomplish. So it seemed like the right time to get out of the spotlight and re boot myself to be ahead of the next curve with as much relevancy as I'd had the decade before..."*

*---Christopher Lowell*



Christopher quietly left television at the top of his game and immediately began working on his 7<sup>th</sup> book, RightSIZE UP since all his research showed that once the dust settled, millions of Americans would finally be ready to reinvent.

"Today all my efforts are going into helping literally half the American population rethink their lives. It's time to purge and decide what are our true essential and what's just access baggage now need to leave behind."



*When there's over 2 billion square feet of self-storage in this country, we need to find solutions for people to finally let go.*

*--Christopher Lowell*



*"Look, I'd already had my accolades as a classical pianist, an exhibiting artist, a set & fashion designer, a commercial director Blah Blah Blah. That wasn't the point. It was the power of creativity that I wanted to teach. If I step back out again I'd like to take it past interior design and start tackling the bigger but related issues of lifestyle that I couldn't before—but in the same fun way that folks like, say, Oprah never dared."*

--Christopher Lowell



In addition to finishing his 7<sup>th</sup> book, Christopher is now working to make online design affordable to literally 55 million + average Americans who simply cannot afford the services.

*"Even if they can get a design plan for decent money, most of what's recommended are from sources they simply cannot afford."*

Today Lowell is working to launch his Room Recipe program that pre-coordinates design elements across inexpensive mass-market retailers that time and budget-challenged folks can actually afford.

*"In the end, everyone deserves a refuge."*