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Linda Chiu will bring Joan Kron's book, Ms. Faux Pas™, about bad manners in *nouvelle* society, to the big screen.

Film rights to the book, "Ms. Faux Pas™", Joan Kron's nom de plume and collection of her monthly, manners columns, written while she was editor-in-chief of *Avenue* magazine, have been optioned against a six-figure purchase price by Linda Chiu, Producer.

Linda Chiu says: "Ms. Faux Pas is a female Clark Kent. By day, she is bespectacled and naïve-looking; by night, she is a gossip columnist, skewering her subjects – the rich and fabulous – with charm, walking a fine line between satire and slander. The columns lampoon the social mores and extreme one-upmanship rampant among members of *nouvelle* society. Ms. Faux Pas finds herself in Lucille Ball-type situations on Park Avenue, in Beverly Hills, and Paris, France. Her spoofs on the extravagant parties, *minaudiere* competitions, guest apartments, and trophy wives were originally read as voraciously as www.PerezHilton.com. Today, when White House crashers are front-page news, Bright Young Things are going commando, prominent husbands think nothing of asking their wives for divorces via e-mail, and 'WTF?' is common business vernacular, it seems more than timely to bring Ms. Faux Pas to the movie screen in a mainstream American comedy with global appeal, that takes an updated look at contemporary manners – and lack thereof."

Joan Kron knows her subjects well. A born-and-bred New Yorker and Yale Drama School graduate, her journalism career includes editing and reporting on beauty, fashion, design, style, and manners at Clay Felker's *New York* magazine, *The New York Times*, *The Wall Street Journal*, and, currently, Conde Nast's *Allure*—where she is the long-time contributing editor at large. She has written four books, including *Ms. Faux Pas: A non-Guide to Glitterati Manners*.

Explaining her alter ego's hiatus, Ms. Kron says: "Ms. Faux Pas stopped writing when she ran out of engraved note cards, but now that she has three e-mail addresses, 35 domain names, a Twitter account, and a Kindle, she is ready for a comeback. More important, her web-based psychic adviser (recommended by a former First lady), says the time is right. Linda Chiu," adds Ms. Kron, "has proven worthy of bringing Ms. Faux Pas to Hollywood by the taste and quality of her gifts, including monochromatic flower arrangements, a magnum of champagne in an Hermes carrying case, and the promise of a walk-on in the film. Yoo-hoo, Monsieur DeMille, Ms. Faux Pas is ready for her close-up."

Ms. Chiu will begin immediately packaging the film, including hiring a screenwriter and finding a rising star to play Ms. Faux Pas. Ms. Kron's literary agent is Amanda Urban at ICM. The Ms.-Faux-Pas deal was negotiated by W. Wilder Knight II of Pryor Cashman LLP.

THE BIRTH OF MS. FAUX PAS™

In 1986, after reporting and editing jobs at *Philadelphia*, *New York*, *The New York Times*, and *The Wall Street Journal*, Joan Kron became editor-in-chief of *Avenue*, a magazine for Park Avenue's rich and aspiring. "Ms. Faux Pas was born," says Ms. Kron, "when a celebrity guest failed to meet his deadline for a last-page essay in my first *Avenue* issue, I needed a --replacement, fast. By chance, I had attended a gala dinner the night before at the New York Public Library and witnessed an etiquette meltdown. Sophisticates, who knew how to eat dessert with a fork and a spoon, were flummoxed by the Glorious-Food cheese-and-salad course: a dollop of cheese on an endive leaf. It was meant to be eaten with fingers. Furtively, the guests looked left and right to see

how others were getting the endive from plate to mouth. As I recounted the scene to my staff—the proverbial light bulb turned on, and a *Nouvelle Manners* columnist was born. Her name just slipped off my tongue—Ms. Faux Pas. It was my nom de plume for almost four years (38 columns in all).

The antithesis of Miss Manners, Ms. Faux Pas didn't know all the answers, but she knew bad manners when she saw them—and she saw acres of them. Concerned about ticking off folks who kept high-priced lawyers in adjoining offices, Ms. Faux Pas changed names—slightly. She dissed Dis-invitations. Outed guests who switched place cards at dinner parties. And was the first to define Termination Chic, observing: 'The bad news is you've been fired. The good news is you're important enough for Liz Smithereens to break the news to you on TV!'

Ms. Faux Pas' columns, brought to life by Michael Witte's witty illustrations, and edited by the late Alan Halpern, were filled with the escapades of Donald Trumpet, Suzi Richfriend, Broke Faster, Horst Von Polo, Lothario Frittata, and Bubbly Waters. Many of these essays were collected in a 1988 book—“Ms. Faux Pas: A non-Guide to Glitterati Manners”—published by *moi* under the imprint Parvenu (that's French for social climber) Press. As luck would have it, John Gross, a *New York Times* book reviewer, happened on the book in Rizzoli and bought it—paying retail--and wrote a flattering review in *The Times*, calling Ms. Faux Pas "a sort of Post-Modern Emily Post" and her book "an indispensable guide to the way we, or some of us, live now."