

## AD FARROW FASHION SHOW STORIES

This fashion show was part of a 100<sup>th</sup> anniversary celebration for A.D. Farrow, the oldest continuously operating Harley Davidson dealership in the world. The show was conceptualized around three different riding scenarios, with models dressed to suit these situations. In addition, each model was given a personality to inspire both them and the stylist. They entered the stage dressed for their “day jobs” then ripped these clothes off to reveal riding clothes beneath. There was pre-show build up voiceover, narration copy that accompanied the opening characters and copy descriptors for each personality, which the MCs used as ad-lib material.



### Pre-Show Buildup Voiceover

A lot has changed in the last hundred years. We've gone from the Silent Gray Fellow, to the Softail Deuce. From rocky roads, to smooth pavement. From hill climbs to endurance rides. But there's one thing that will never change: the people, the experience and the hell raising rush of a Harley. Meeting up at a diner a hundred miles from nowhere. Making a thunder tunnel for the fight against breast cancer. Refusing to be beaten. United by independence. We are the suit sitting next to you. We are the soccer mom across the field. We are the guy who sleeps on his bike. We are all . . . Living . . . Cage . . . Free. Because no matter who we are, or where we are, or what we are, we remain one big thing. We are A.D. Farrow.

### Riding Scenario: The Desert

This story is about riding through the hot, dusty desert. The characters have spent all day, since early morning, on the road. They are dusty, hot, sweaty and they love it. They will need things like goggles and will be likely to wear sleeveless shirts with leather vests and jeans, bandanas, etc. The ribbon of flat

road behind them is as long as the ribbon before them. They have not seen any other travelers. They end their ride at the dusty, old bar they think of as home.

**Robert, CEO, 55:** \*Failed 3rd grade math \*Married his high school sweetheart \*Plays tennis every Thursday \*Bought his Harley as a status symbol \*After his first rally, he got his first tattoo (his wife's name, inked on his left shoulder blade) \*Is famous for picking up the bar tab \*Now calls his wife "my ol' lady"

*Meet Robert. By day he wears a suit and tie and his employees call him sir. By night, he kicks down cages and flexes his tats. People still call him sir. He is A.D. Farrow.*

**Louie, firefighter, age 40:** \*Wanted to be a firefighter all his life \*Is the best cook at the station \*Will not share the secret to his 3-alarm chili \*Plays Secret Santa for the kids every year \*Loves to pick a direction and ride until he runs out of road

**Carole, realtor, age 35:** \*At work, she favors suits, tight updos and tiny stud earrings \*After open houses on Sundays, she heads right home, hops on her Harley and yells "woo hoo" at the top of her lungs as she hits the first open stretch of road \*None of her realtor friends have any idea she has a wild side \*None of her riding friends have any idea she owns 10 pairs of dressy black pumps

**Jason, mechanic, age 35 / Barky, faithful canine, age 5 (est.):** \*You don't dare ask Jason to fix anything other than your bike; he will take whatever it is apart and leave it unfinished as soon as there's another Harley to look after \*During the Hoka Hey, he refused to leave the AD Farrow garage and slept as the riders did, next to his bike \*Lives in the country, which is a good thing, since he has a barn filled with parts and bikes he hopes to ride someday \*Found Barky on a ride in the country; brought him home in his saddle bag

*Jason is A.D. Farrow to the core. His first bike was a Honda, which he took apart and put back together—better. We have no idea where he lives, but we're pretty it has wheels and taillights and that Barky is lovin' life on the road.*



**Kevin, janitor, age 35:** \*Kevin has a degree in astrophysics \*He chooses to work as a janitor because it gives him time to think \*He enjoys scaring the crap out of the little kids in the elementary school he cleans \*Teachers think he bears a creepy resemblance to Billy Bob Thornton \*On the road, he is a man of few words \*But he still bears a creepy relationship to Billy Bob Thornton

**Taz, soccer mom, age 30:** Taz supplies the team moms with gourmet Jell-O shots \*She is ready for anything, rain, snow and dismemberment on the field \*Once famously called to her 6-year-old goalie: "Do you see bone? No? Then get back in the net" \*Everyone loves her \*Well, almost everyone

*Taz is A.D. Farrow. If you can dream up a wild stunt, Taz'll do it. And if you need a juice box, a Band-Aid, or a ride, she'll hook you up. Call anytime day or night. Ask for Mrs. Robinson.*

**Whitney, soldier, age 25:** Whitney is the daughter of a career army man \*She went to six different grade schools, two middle schools and three high schools \*She has a great sense of humor until you disrespect God, country, or Harley Davidson \*When she finishes her tour, Whitney wants to be a body guard for A-List celebrities \*That, and own a helicopter capable of taking her Harley anywhere she wants it to be

**Jon Michael, pilot, age 35:** \*Jon Michael still has the unopened F-16 bomber model his grandpa gave him for Christmas in 1988. Reason: he wants to fly, not build \*Harleys were made for this speed demon \*He has an uncanny knack for avoiding speed traps, but really likes to see how fast he can go on unused runways \*His favorite ride is anywhere there's a classic plane show

### Riding Scenario: The City

This story is about ritualized weekend riding on low riders among city streets to see and be seen. These bikers are likely to dress in expensive leathers and look for ways to show off the tats they have to keep hidden during their day jobs. They ride through the nighttime city streets, in ones and twos, although always with a sense of individual coolness. This is all about sex and freedom, with their passion for their bikes second to none. Their ride ends up at a downtown club, where the hottest bikers park their machines front and center, each vying for the most visible location.

**Slash, age 30, scientist:** \*Once sat through two stoplights while working a math problem in his head \*Loves the symmetry of a group ride \*Before his Hog, he had a 1983 Toyota Hatchback with no right rear taillight \*Loves to leave the chalkboard behind and ride on unplanned weekday trips \*Calculates the fuel: speed ratio so he can ride longer and fuel up less often

*Slash is A.D. Farrow. When the pressures of a doctorate in theoretical physics get to be too much, Slash likes to blow off the afternoon getting lost on back roads and drinking beers with the locals in small town bars. That, and do math in his head.*



**Courtney, age 24, administrative assistant:** \*Thought she wanted to be a rock star \*Thought she wanted to be a manicurist specializing in complex designs \*Thought she wanted to be a makeup girl at the MAC counter \*Thought she wanted a muscle car until she climbed on her first Harley \*Became an admin because she knew how to type

**Hillary, lawyer, age 35:** \*Was a girly-girl as a kid \*Decided to go into law for no other reason than the pay was good, which meant she could buy more clothes \*Earned her way through college, partly by hustling pool \*Likes to think of herself as a rabble-raising outlaw with a heart of gold

*Say hi to Hillary. Hills is a tough defense lawyer who kills it in court. She's on the fast track to a judgeship and she'll eat you for lunch at pool. Seriously guys, you don't want to bet her. She also likes kittens. Hillary is A.D. Farrow.*

**Kip, house painter, age 25:** \*Kip started painting houses the summer before his senior year and almost without trying, became the most sought after painter in town \*He skipped college in favor of growing his painting business and now has 50 employees, a cool new office and three Harleys \*No one knows he suggests the pink as the exterior color to every single customer. He's not serious. He just wants to see their reaction

**Rachael, surgeon, age 40:** Rachel's dad was a small town butcher \*She grew up working in his shop and would often get in trouble because she was keeping notes and practicing scientific methods instead of cutting the prime rib \*She is now a vegetarian \*She started riding because it was better for the environment \*Now refuses to park her bike in the designated two-wheeled spot at the hospital, preferring to protect her bike's finish among the other doctor's late model luxury sedans in the covered garage

**Lindsey, architect, age 25:** \*Admires Harleys for their beautiful lines \*Likes to ride for hours when she's concepting a new building \*Is known as a meticulous Harley owner, demanding all original parts and the best of everything \*Has designed her own Harley line, which he is now hoping to pitch to the bigwigs in

York



**Tucker, banker, age 30:** \*When he was little, Tucker wanted to work in a bank so he could have all the Saf-T pops he wanted \*Now he loves adding columns of figures and thinking about when he can upgrade his bike \*Mike is known for wearing beautiful suits, designer ties, well-pressed shirts and biker boots

### **Riding Scenario: The Country**

This story is about generations of country kids who came across grandpa's bike hidden in a dark corner of the barn and were immediately hooked on the idea of riding and freedom. You'll find them riding their bikes through any kind of weather, often well into winter, when most bikers have hung up the helmet until spring. They are more likely to wear casual logoed apparel with denim, boots and cowboy hats than leathers. For them, the joy is in the ability to jump on a bike at a moment's notice and take off.

**John, trapshooter, age 60:** \*John has not missed a target in 671 shots \*He learned how to shoot from his grandfather \*Famous NRA activists call him for advice \*John can lead his gang unerringly to the best views in the state \*In the depths of winter, he'll tow his bike to a warmer state and spend two weeks just riding south

**Samuel, judge, age 45:** \*Grew up on a farm \* Sold a championship bull to pay for college \*Knows how to fix anything \*Is the guy who eats the worm in the bottle of Mescal

**Candice, politician, age 30:** \*Spends weekends riding through the country meeting her constituents \*Once turned down a visit to the White House because she disagreed with policy \*Accepted the trip to

Camp David because it was Camp David \*Favorite riding clothes are jeans, cowboy boots and feather earrings

**Robert, golf pro, age 25:** \*Robert grew up caddying on the local golf course \*He lost his job when he rode his first sport bike across the green, in the rain, at midnight \*Now he manages the course where he used to caddy. The first thing he did when he got the job was ride around the course on his bike. He stayed on the paths \*Robert loves dressing in classic golfing attire, circa 1929 \*He feels the same way about classic riding clothes

**Bud and Dolly, retired, age 65:** \*Bud and Dolly owned the Starlite Diner for 40 years. They gave it to their daughter and son-in-law a year ago \*A restaurant ties you down, so Bud and Dolly are ecstatic to be able to go where they want, when they want \*Their twin Harleys are as distinctive as their matching jackets and cowboy hats \*They can drink anyone at the local hangout under the table

*You've gotta get to know Bud and Dolly. They've seen most of the country from the backs of their Harleys. Now that they've retired from their little diner, they've got more time than ever to ride. Of course, lately that's been mostly riding over to the grandkid's house. Bud and Dolly are A.D. Farrow.*

**Matthew, elementary school student, age 8:** \*Matthew plans to be either a major league baseball star or an alien fighter when he grows up \*Recently, he's decided that a Harley fits either life choice \*His favorite clothes are whatever is closest to his bed in the morning \*Dirty is better

*This is Bud and Dolly's grandson, Matthew. Mattie likes baseball, World of Warcraft and the girl who sits next to him in third grade English. Thanks to his grandparents, Mattie is A.D. Farrow.*