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EXCLUSIVE: Bravo ramps up reality slate

'Project Runway' alum stars in one of four shows in the works

By James Hibberd

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Chris March (Getty)

Bravo is set to announce a quartet of reality shows in development, including three based in the celebrity-service industry.

The shows expand the network's reality slate under new vp development Eli Lehrer, who was promoted in July to head the department.

"This is the first of many new developments we have going since we put our new development team in place," Bravo president Francis Berwick said. "We're specifically developing around our five passion potions: food, fashion, beauty, design and popular culture."

First up, Bravo is working on "Dean's List," which follows celebrity hair guru Dean Banowetz, known for inventing the next "must have" hair product and launching a Hollywood salon. It is produced by Stone & Co.

Another project is an untitled series centering on celebrity fashion designer Chris March. The show will follow the former "Project Runway" contestant and his crew of fashion misfits as they create a one-of-a-kind design for a loyal clientele that includes Madonna and Meryl Streep. Matt Westmore Media and No Regrets Entertainment produce.

In "Roble & Co.," chef Roble Ali tries to conquer the catering world with a new Brooklyn-based company that features high-profile clients. Red Line Films is the producer.

The network's fourth project shies away from glamour in favor of homegrown drama: "Thicker Than Water" is a docuseries revolving around a sprawling, multigenerational family as they go from celebrations to family feuds. Pink Sneakers produces.

"We have found that we make our own celebrities," Berwick said.

Bravo also appears likely to pick up the summer reality series "Top Chef: Just Desserts." The latest "Top Chef" spinoff has drawn headlines for its dramatic cast of emotional pastry chefs, two of which recently quit the show.

"We're very happy with how it's doing," Berwick said. "This bunch was a lot more emotional and dramatic than any cast we've seen on 'Top Chef.' Which makes you wonder if it's because of the great level of artistry with pastry cooking or is it just this cast?"

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