

Fading Memories

LIMITED SERIES

Created by: Makeda Tene'
818-268-3121; Info@makedatene.com

Drawing on the deep emotional resonance of 'The Notebook' and the historical richness of 'The Josephine Baker Story,' 'Fading Memories' interlaces the charm of Hollywood's golden era with the raw reality of dementia.

Logline

Coco Winbush, a Broadway producer, returns to Los Angeles to document the life of her godmother, Beverly Shepherd—a former Hollywood star battling dementia. As she uncovers hidden truths, Coco challenges the myths surrounding Beverly's legacy, reshaping their shared history.

Show Overview

Fading Memories explores Coco Winbush's profound journey as she navigates the complexities of her godmother Beverly's life and fading memories. As Beverly grapples with dementia, Coco discovers a trove of forgotten clippings and startling secrets in Beverly's attic, including a hidden truth about Beverly's real age, which is 20 years older than previously believed. This revelation reshapes their shared history and challenges Coco's understanding of identity and legacy.

Season Arc

The season portrays Beverly's deteriorating memory juxtaposed against vivid recollections of her past, brought to life through gripping flashbacks. As Coco dives into Beverly's history, she faces an ethical dilemma: whether to reveal the secrets she uncovers or to protect her godmother's legacy. The tension escalates as Beverly's condition worsens, forcing Coco to make tough decisions about which parts of Beverly's life to share publicly. The season reaches its climax when Coco finalizes Beverly's memoirs, ultimately choosing to celebrate her godmother's true legacy while honoring the fragments of memory Beverly clings to. Coco's journey balances truth with compassion, highlighting the transformative power of understanding and acceptance.

Pilot Episode

The pilot episode begins with a game-changing scene: Coco Winbush arrives at her godmother Beverly Shepherd's (Ma Bev) majestic but aging Hollywood home, returning from New York after a distressing call from Ma Bev's caregiver, Lillian. Lillian reveals a startling discovery among her possessions—a collection of old clippings and a birth certificate that shockingly suggests Ma Bev is 20 years older than everyone believed. This revelation sets the tone for the series, unveiling the first of many secrets about her storied past in Hollywood.

As Coco processes this new information, flashbacks are triggered. These scenes show Ma Bev in her prime, mingling with Hollywood's elite and revealing the glamorous life she once led. Her memories fade but occasionally flash bright with moments of startling clarity.

Motivated by the revelation and Ma Bev's worsening condition, Coco decides to stay in Los Angeles to capture her memoirs before they deteriorate further. The episode focuses on Coco's

Fading Memories

LIMITED SERIES

Created by: Makeda Tene'
818-268-3121; Info@makedatene.com

emotional struggle as she balances her reverence for Ma Bev's legacy with the ethics of exposing the private life of a woman who can no longer control her own narrative.

The pilot's climax comes as Coco, guided by Ma Bev's fragmented recollections, uncovers a photograph of Ma Bev with a well-known figure, hinting at a hidden chapter of her life that even Coco never suspected. This discovery cements Coco's resolve to dig deeper into Ma Bev's past, setting up the season's journey into the faded memories of a forgotten icon.

Character Overview

Coco Winbush: A driven Broadway producer in her 40s, Coco was brought to Los Angeles at age two by Beverly Shepherd, her godmother, to escape the turmoil of her family life in Georgia. Her mother struggled with mental health issues and her father's infidelities with other men. Raised by Beverly, Coco grew up in the limelight of old Hollywood, profoundly shaped by Beverly's influence and connections.

Beverly Shepherd (Ma Bev): Once a glamorous Hollywood star, Beverly is now a dignified aged woman facing the challenges of dementia. She took Coco in as a child, raising her as her own and providing a stable home away from her troubled family.

Lillian: Beverly's caregiver, whose discovery in the attic sets off the series' central narrative, offering a grounded perspective on Beverly's condition and its impacts.

Tone and Genre:

A one-hour drama that reflects on Hollywood's golden era while tackling the challenges of aging. The series tells the story of past successes and present struggles, aimed at viewers who appreciate the beauty and sadness of fading legacies.

Target Audience

Adults aged 30-65, particularly those interested in historically rich, character-driven dramas about personal and public life intersections. The series resonates with anyone touched by themes of aging, memory, or the allure of old Hollywood.

Unique Selling Points

"Fading Memories" combines the allure of Hollywood's golden era with the stark realities of dementia, striking a chord with millions affected by the condition and their caregivers. The series delves into the risk of lost secrets as memories fade, exploring themes of identity and hidden truths. Its mix of historical biography and psychological drama appeals across generations, offering substantial multiplatform storytelling potential. This makes it an attractive addition for networks or streaming services seeking emotionally rich narratives.