

LAVENDER

A Historical Indie Drama

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Lavender Logline

Lavender follows Margaret and James, a couple in the 1940s living in a lavender marriage to conceal their true identities. When James is drafted to the war their secret affairs are exposed by suspicious wives and army men, turning their once carefully crafted façade into a dangerous game of survival, leading to unforgivable consequences. Desperate to maintain their cover, they conceive a child, Lavender, upon his brief return home forever altering the course of their lives and their past and current lovers' lives.

Executive Summary

- ★ *Lavender* is a historical indie drama set during WWII, spotlighting a forbidden LGBTQ+ romance.
- ★ The tone and visual style align with A24's signature indie aesthetic.
- ★ Inspired by films like *Carol*, *Portrait of a Lady on Fire*, and *Brokeback Mountain*.
- ★ Strong appeal for streaming audiences and award season buzz.
- ★ Niche yet critically beloved genre with long-term streaming engagement.

Target Audience

Age Range: 18–35 (as that is the most common age range that openly identifies as LGBTQ+)

<https://news.gallup.com/poll/656708/lgbtq-identification-rises.aspx>

Core Groups:

- ★ LGBTQ+ community
- ★ Historical romance fans
- ★ Indie/arthouse film lovers
- ★ A24 & Criterion Collection audiences
Survey and ratings trends show high interest in queer period dramas and prestige cinema, especially among younger adults.

U.S. Adults' Self-Identification as LGBTQ+, by Generation, 2024

Figures are the percentage who consider themselves to be Lesbian; Gay; Bisexual; Transgender; or something other than heterosexual.

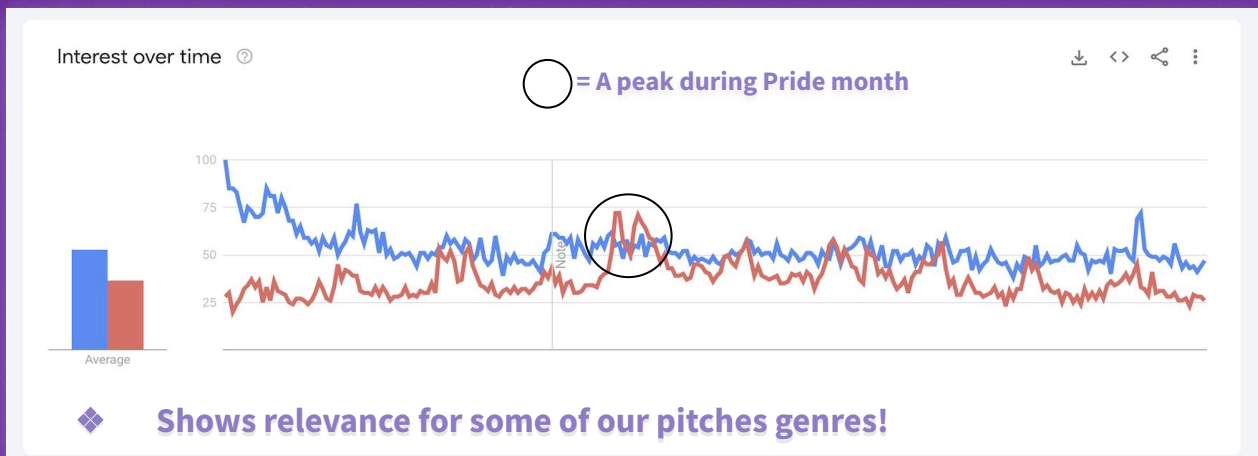
Generation	%
Generation Z (born 1997-2006)	23.1
Millennials (born 1981-1996)	14.2

Pitch Description, Genres, & Themes

- ★ **Genre:** Historical, Indie, LGBTQ+ Romance
- ★ **Tone:** Intimate, moody, slow-burn emotional drama
- ★ **Setting:** WWII-era Europe
- ★ **Key Themes:** Forbidden love, identity, sacrifice, societal repression

Movie Trend Comparables:
Indie Movies Represented in
Blue

LGBTQ Movies Represented in
Red



Visual & Cinematic Influences

- ★ A24 aesthetics: soft lighting, natural scenery, and quiet emotional intensity.
- ★ Slow-burn storytelling.
- ★ Costumes and set design reflect 1940s New York.
- ★ Visual symbolism: lavender fields, letters, hidden sketches.



Casting Vision for *Lavender*

Prioritize rising talent or indie darlings to attract Gen Z and Millennial audiences.

Blend recognizable faces with fresh discoveries for broader audience appeal
- think *Saltburn* or *Normal People* casting vibes -

- ★ Rachel Zegler and Louis Partridge have been in movies that were really well-received by critics, according to Rotten Tomatoes.

Partridge starred in *Enola Holmes*, which also scored **91% RT**.

The sequel, *Enola Holmes 2*, did even better, reaching **93% RT**.



Zegler's breakout role in *West Side Story* earned the film a strong **91% RT score**



Average IMDB Ratings for Comparables

8.1



7.8



7.7



7.3



6.5



6.4



Average 7.3
Overall IMDB rating average is Good!

(From (CLASSES))

IMDb ratings "ranges":

- "Quality" = 6.5+ IMDb rating, with 300+ votes
- "High Quality" = 8.0+ IMDb rating, with 300+ votes
- 8+ Average rating: Excellent
- 7.5-7.9 Avg. rating: Very good
- 7-7.4 Avg. rating: Good
- 6-6.9 Avg. rating: OK
- 5-5.9 Avg. rating: Mediocre
- 0-4.9 Avg. rating: Bad.



Comparables Box Office and Their Successes



Indie LGBT dramas have modest box office but strong long-tail success

- ★ *Brokeback Mountain*
\$178M global on \$13.9M budget
- ★ *Carol*
\$42M globally on a \$11.8M budget
- ★ *Little Women*
\$218M globally on \$40M budget
- ★ *Portrait of a Lady on Fire*
\$10M Domestic box office on an \$4.6M budget

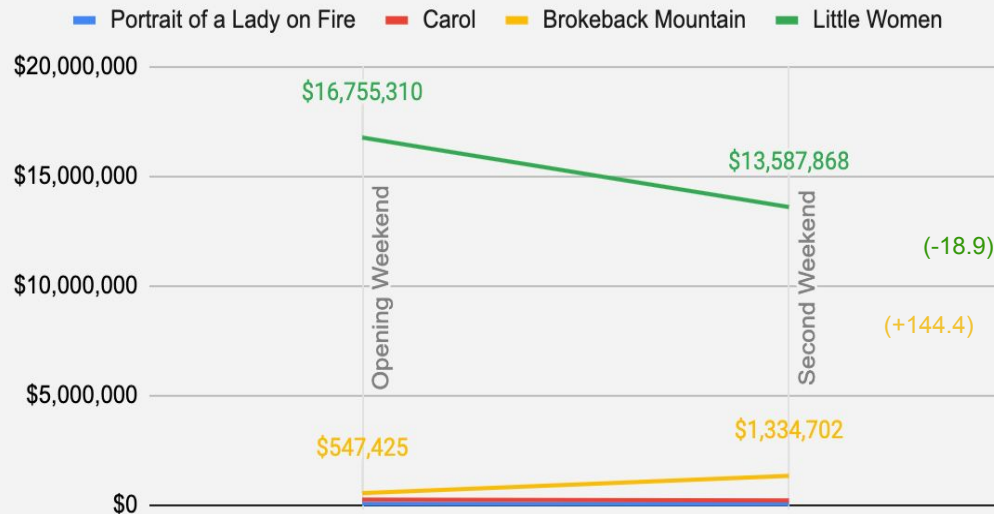
Film	Genre	Box Office	Awards
<i>Carol</i>	Historical, LGBT	\$42M	6 Oscar Nominations
<i>Portrait of a Lady on Fire</i>	Indie, Historical, LGBT	\$10M	97% RT, Cannes winner
<i>Brokeback Mountain</i>	Western, LGBT	\$178M	3 Oscars

https://m.the-numbers.com/movie/Brokeback-Mountain?m_source=chart&tab=summing
https://www.boxofficemojo.com/release/r121859555-weekend?ref=bo_tt_graphic
https://www.boxofficemojo.com/release/r1132958657-weekend?ref=bo_tt_graphic

From Premiere to Performance:

A Look at Second Weekend Box Office Trends

U.S. Weekend Box Office Comparables



Movie Titles	Opening Weekend	Second Weekend	S.W. Retention
<i>Portrait of a Lady on Fire</i> 12/06/2019 (In 2 Theaters)	\$67,344	\$54,883	-18.5%
<i>Carol</i> 11/20/2015 (In 4 Theaters)	\$253,510	\$215,544	-14.9%
<i>Brokeback Mountain</i> 1/20/2006 (In 1,196 Theaters)	\$547,425	\$1,334,702	144.4%
<i>Little Women</i> 12/25/2019 (In 1,503 Theaters)	\$16,755,310	\$13,587,868 In more theaters	-18.9%
Average	\$4,405,897	\$3,798,249	23.03%

Second weekend retention refers to how well a movie holds its audience after its opening weekend. It's usually measured by the percentage change in box office revenue from the first weekend to the second. A small drop means the film is continuing to attract viewers, while a large drop may suggest interest is fading quickly.

Critical Response for Comparables

https://www.rottentomatoes.com/m/little_women_2019

<https://www.rottentomatoes.com/>

<https://www.metacritic.com/movie/little-women-2019/>

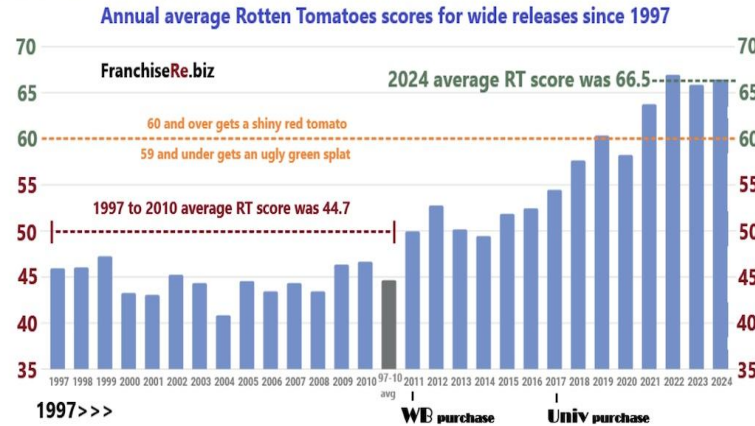
Audience Behavior & Ratings

Average RT score:

60%

From (CLASSES)

Rotten Tomatoes Ratings:

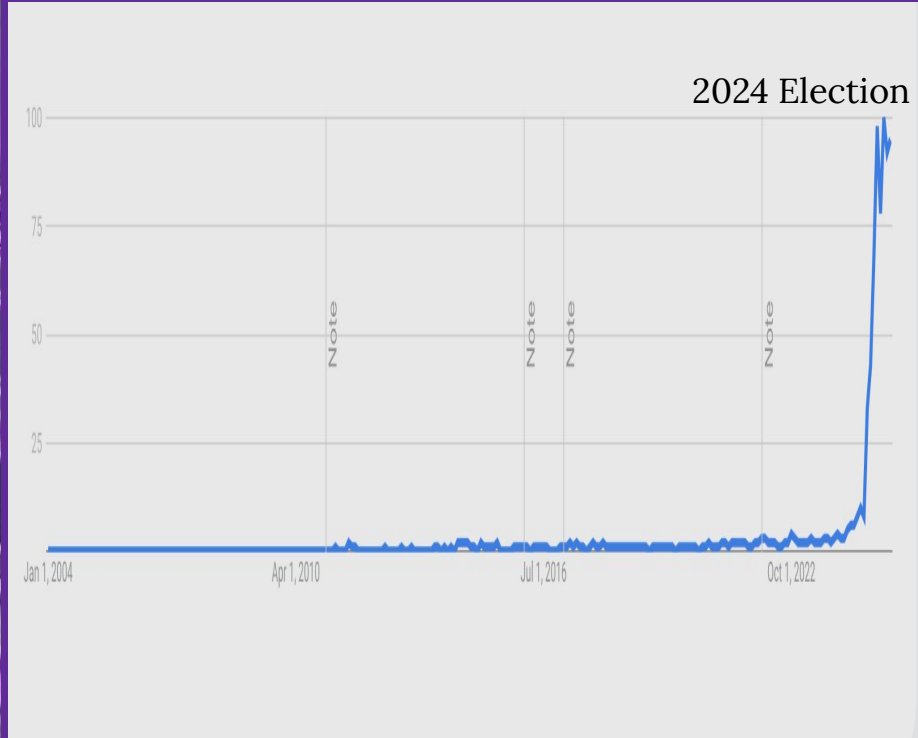


Title	Rotten Tomatoes	Audience Score	Metacritic
Carol	94%	74%	95
Portrait of a Lady on Fire	97%	97%	95
Brokeback Mountain	88%	82%	87
Little Women	95%	92%	91

Relevance to Current Social and Political Climate

- ★ According to Google Trends, searches for "lavender marriage" spiked significantly in late 2024, just before the U.S. Presidential Election.
- ★ Increased public interest reflects renewed discussions around LGBTQ+ rights, traditional marriage, and social conformity.
- ★ As political debates around gender identity and sexual freedom intensify, *Lavender* feels timely and socially resonant.
- ★ Audiences are seeking stories that explore hidden histories and the sacrifices individuals made to survive oppressive eras.
- ★ Positioning *Lavender* in this moment allows it to connect with broader conversations about personal freedom, authenticity, and systemic pressures.

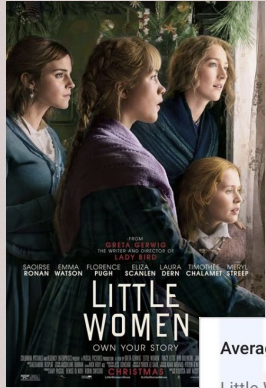
Google Trends searches for "lavender marriage"



<https://trends.google.com/trends/>

Google Trends / Web Search

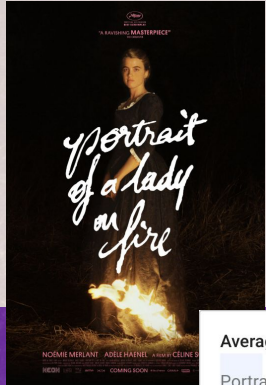
Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 means that the term is at its peak. A value of 50 means that the term is at half its peak. A value of 0 means there was not enough data for the term.



Average

Little Woman 54

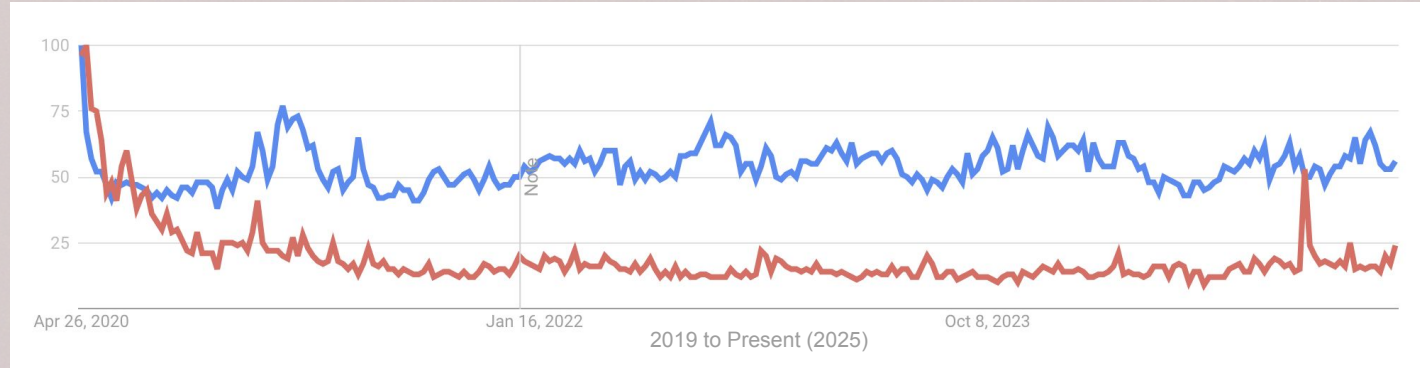
Premiere: 12/25/2019



Average

Portrait of a L... 19

Premiere: 12/06/2019



Use glimpse

Explain chart on slide

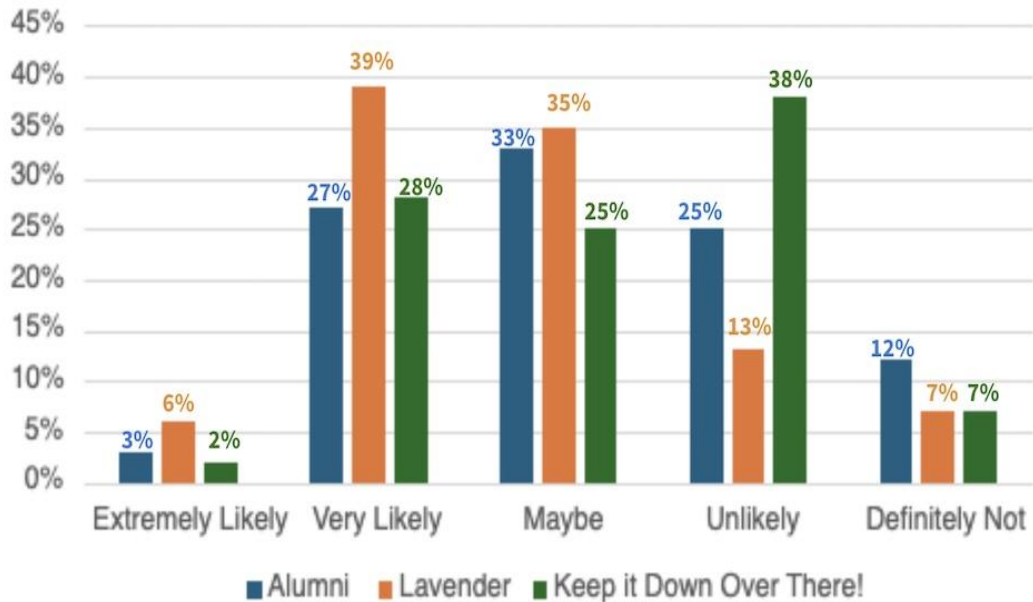
Google Searches - Sources: <https://trends.google.com/trends/>



Market Positioning of our Pitch: *Lavender*

Lavender is ranked best!

Comparable Pitch(s) and the Likelihood to Watch



Pros:

- ★ *Alumni*- Viewers drawn to supernatural mysteries, group survival stories, and eerie campus settings will enjoy its suspenseful twists and nostalgic coming-of-age edge.
- ★ *Lavender*- Audiences interested in queer history, emotional storytelling, and complex period dramas will find this a powerful and touching narrative with lasting impact.
- ★ *Keep it Down Over There!*- Fans of modern comedies, chaotic neighbor dynamics, and relatable new-parent struggles will enjoy the humor and social tension.

Cons:

- ★ *Alumni*- Some may avoid if they dislike horror, find the supernatural theme unoriginal, or prefer lighter genres.
- ★ *Lavender*- Its indie and historical drama aspects may feel too niche or slow-paced for those who prefer mainstream/fast-paced films.
- ★ *Keep it Down Over There!*- Viewers uninterested in family struggles or college humor may find the premise unappealing or repetitive.



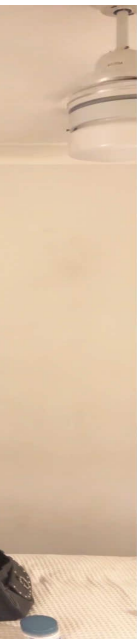
Ideal Distribution Strategy

- ★ **Ideal Release:** Fall – aligns with award season (Emmys & Critics Choice)
- ★ **Platforms:** A24, Netflix, Amazon Prime
- ★ **Festival Goals:** Sundance, Cannes, TIFF
- ★ **Release Model:** Limited theatrical → Streaming launch



https://www.tiktok.com/@takudzwa_t/video/7494869537049840904

- ★ **High rewatch and critical discussion on Letterboxd, Reddit, X (Twitter) and most importantly; Tik Tok (surrounding “Lavender Marriage”)**



3.8M

https://trends.google.com/trends/explore?date=today%20VS%20Apr%2Fm%2F%2F0_vide1

- ★ *Carol* maintains niche audience streams on Paramount+ (Europe), rental in the U.S, and **maintains interest nearly a decade post-release.**

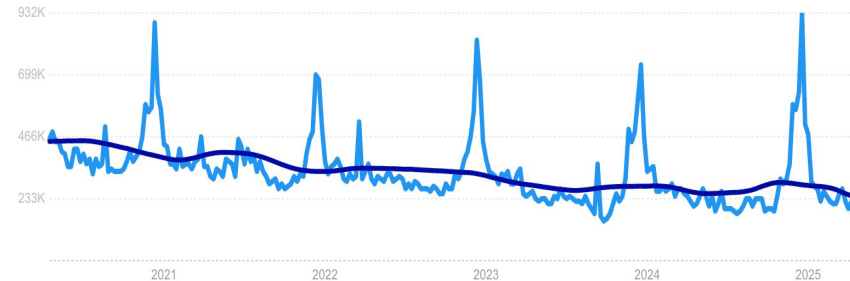
Carol

GLIMPS

Monthly Search Volume Over Time - 5 Years

205K searches past month ● 0% past year

— Searches — Trajectory



Citations

1. *Brokeback Mountain* (2005)

Worldwide Gross: \$178,062,759

Budget: \$14,000,000

Source:

Box Office Mojo. "Brokeback Mountain." Box Office Mojo, IMDb, <https://www.boxofficemojo.com/release/r11876657665/>. Accessed 25 Apr. 2025. [Box Office Mojo+9](#) [Box Office Mojo+9](#) [Box Office Mojo+9](#)

2. *Little Women* (2019)

Worldwide Gross: \$218,824,645

Budget: \$40,000,000

Source:

Box Office Mojo. "Little Women." Box Office Mojo, IMDb, <https://www.boxofficemojo.com/title/tt3281548/>. Accessed 25 Apr. 2025. [Tribute+23](#) [Vanity Fair+23](#) [Box Office Mojo+23](#)

3. *Ammonite* (2020)

North American Gross: \$160,930

Source:

Flixster. "Ammonite." Flixster, <https://www.flixster.com/movie/ammonite/044f69ac-6ffd-429f-9af8-4fce3d627c10>. Accessed 25 Apr. 2025. [Box Office Mojo+5](#) [Flixster+5](#) [Tribute+5](#)

4. *Carol* (2015)

Worldwide Gross: \$44,375,432

Budget: \$11,800,000

Source:

Box Office Mojo. "Carol." Box Office Mojo, IMDb, <https://www.boxofficemojo.com/title/tt2402927/>. Accessed 25 Apr. 2025.

