

# ***FB County***

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## **Logline**

An upstart Korean-American streetwear designer navigates unscrupulous competitors, rival designers, South Central gang clashes, and his own fractured family, as he battles to build his DTLA-based apparel company into a '90s cultural juggernaut.

## **Genre / Format**

Urban Period Drama/Crime Drama - 10 x 60'

## **Story World**

*FB County* is set in a highly stylized early-to mid 1990s Los Angeles, when hip hop and gangster rap have exploded into the mainstream, when lowriders bounce up and down the strip on cartoonish hydraulics, the bass from their speakers shaking houses three blocks away. It is a time of wine coolers and Zima and club drugs like Ecstasy; of pagers and bandanas; flat tops and baggy pants; Air Jordans and “fly girls” dancing on *In Living Color*. It is a Renaissance of urban cultural expression in fashion, music, and in movies such as *Boyz n the Hood*, *Mi Vida Loca*, and *Dragon - The Bruce Lee Story* that provide empathetic views into the lives of young minorities, presenting them not as thugs, but as strivers with big dreams and limited opportunities.

But it is also a time when politicians are persecuting a war on “crime” against these young people. California, with its highly publicized gang activity and its “three strikes” system – in which any three felonies, even non-violent ones, land you in prison for life – perpetuates a system designed to keep non-white minorities down: on the one hand denying them fair economic opportunities; on the other, punishing them for not doing better with inadequate means. It is a time when the dreams and promise of the 1960s have dried up and black, Latinx and Asian people have been cordoned off in poor neighborhoods in acts of domestic apartheid - leading to the proliferation of violent gangs throughout L.A. And yet, these groups are rising up against this subjugation, demanding better, expressing their outrage and hope in art and media and in public protests, in business and fashion.

In this milieu we meet Adrian “Frisco” Park, a child of first-generation Korean-American clothing retailers who knows all too well how hard it is to get ahead in a rigged system. Frisco endures intolerance and bigotry against himself and his parents, and he understands and empathizes with those treated as second-class citizens. He’s grown up with them in their neighborhoods, selling them clothes from his parents’ stores in places like Huntington Park,

Watts, Bell Gardens, East L.A, Compton, and Gardenia. He keenly feels their desperation, knows how badly they want to assert the identity that mainstream society would rather squash.

This is why, for Frisco, creating a new line of clothes for young people in the ‘hood is not just a way to make money or serve a need. It is also a desire to show solidarity – to give the homies a way to express themselves. And the company he creates, FB County, is flat out gang wear - not work wear, not wannabe gangster, but straight gangster from day one. There’s a moment in our show when he is watching “Cops,” young black and brown men thrown up against a wall somewhere in L.A., and he notices that they are all wearing *his* pants. That’s when Frisco realizes that FB County is more than a brand. It’s a lifestyle. And he pledges to turn his label into an empire, to help get these voices heard – and to make himself into a kingpin of the industry.

And this show knows fashion – its design, its production, its marketing, the *pride and desire* it creates in people for whom brands are lifestyles. *FB County* will present the fashion and apparel business the way *Empire* presents the music biz, or *Narcos* presents trafficking – with authority, detail and insider knowledge. As in those shows, this world is riven with juicy infighting, double crosses, cutthroat practices, ruinous failures and exultant successes - all while Frisco’s designs fly off inner city shelves and out of swap meets, making their way through the tastemakers and trendsetters of the era and into the zeitgeist.

This is also a show about Los Angeles, not the L.A. of the Hills or the beach, not the whitewashed boosterism designed to attract tourists (as in *La La Land*), but working-class and poor L.A; east L.A. and south L.A; the flatlands and the Inland Empire; industrial L.A. of rail yards and bridges and canals and factories and docks and warehouses and refineries; the L.A. of heat and blowing dust, of gangs and graffiti art, of trash and yellowed lawns, and ethnic joints that serve the best cheap eats you’ve ever had.

Energy throbs through this L.A., expressed through the classic tunes bumping across the soundtrack – not just rap and hip-hop, but also the abundant pop, R&B, and Latin sounds of the era. The music will convey the tone of the series: gritty, fast, tense, dangerous; but also vibrant, soulful and sexy. Beautiful brown, black and Asian people populate this world, ambitious young men and women who struggle to get ahead during the day and who party hard at night to blow off steam, sizzling in their urban fashions. *FB County* is strobe lights in the club; vicious dustups in the street; quick and dirty sex; tense boardroom showdowns; shady midnight deals; clashes with thuggish LAPD; the heady intoxication of coming into money when you’ve never had it.

But the show is also about tenderness, young love, devotion to family. It gives voice to the pain of parents who want better for their children, and of children determined to make things easier for aging parents who have worked their fingers to the bone. It is about being driven by injustice, by unfairness, not just to get your piece of the pie, but to fix the system for future generations. *FB County* chronicles a distinctive, vibrant past, but it is also a show for our American moment.

## Characters

**Adrian “Frisco” Park (Korean American, 24)** – Frisco is a born hustler. Like many immigrants, he had to work as a kid, helping his parents – first generation Korean Americans – build their clothing stores in the ‘hood from nothing. But seeing few perks from his labor, not even a measly allowance – everything went to the home and back into the business – he went to work for himself, hustling as early as elementary school, selling candy and comic books to the other kids. As a teenager, he graduated to installing stolen car stereos and from there moved to wheels, rims, body kits, all while continuing to learn the family business.

Growing up around clothes – running the register and stocking – has given Frisco almost a preternatural intuition for anticipating the mercurial whims and ever-changing tastes of young fashion customers. Growing up in black and Latinx ‘hoods, he got his ass kicked for being different, for being a loner, but he also learned to move easily among races and ethnicities, and to understand their cultures and tastes. Though never a gangbanger himself, he knows plenty of them from outfits such as the Crips, Bloods, Asian Boyz, and various Mexican Sureños gangs. His pipeline into that world gives him an edge in building his gangwear business. And as a hustler himself, Frisco intimately understands the lifestyle of his customers - their drive and passion. Although he isn’t accepted at first, eventually, a mutual respect grows between them.

Frisco also has a chip on his shoulder. He was picked on for being poor. He never had what the other kids had. His childhood wasn’t particularly happy. He was an only child and his parents had little interest in helping him assimilate. Because of this, he has a fraught relationship with his mom and dad. But he’s also grateful to them for spurring him to an early start in life, and for the confidence youthful success has bred: he knows he is good at business and fashion.

But this knowledge, and his thirst for success, occasionally makes him impulsive, impatient, impetuous, arrogant. He’s in a hurry to get where he’s going and this holds him back sometimes, gets him in over his head at others. He has a reputation as a quick draw, so to speak. And once engaged, he is slow to walk away. Because he was overlooked and underestimated so often in his youth, he often feels like he has to create drama so that people know he’s serious. As he tells a foolish adversary, “Don’t ever underestimate anyone, because that person will knock your ass off, and I’m that person.”

Frisco is loyal, and always a man of his word - even when it becomes inconvenient - and he has a special contempt for those that fuck him over. He’ll go out of his way to make them pay what they owe - whether it's rolling up to a foe in a GMC Jimmy with six baseball bat bashing bangers tatted up toes to eyeballs, or exposing fraud in the courtroom, the message is simple. Like many of his contemporaries - both gangsters and immigrants - Frisco worships *Scarface* (1983). Part of the show’s suspense derives from whether he will follow in the path of the fictional Cuban, whose ego and ambition become manias.

Frisco gives everything to work. He cares for Tanya, his sometime girlfriend, who he’s known since they were kids, but ultimately he won’t commit the time and energy to sustain a relationship. The show will dramatize the fallout from this – both her hurt and his gradual realization that he needs more in his life than what ambition and drive can provide.

Frisco is successful because he's a great mover of people. I know what you're great at doing and I can pull it out of you. Literally. Natural businessman - create a venue and wanting to come and literally wanting to pay me to come, even though it's to my advantage. Everybody wants something for themselves. Me? I just wanted it more. And I did it by creating things people want.

**Tanya (biracial, 23)** – Frisco's on again/off again girlfriend, in school to be a fashion designer. She is the only character besides Frisco's parents who calls him Adrian, although his parents don't approve of her as a potential partner for Frisco because she's half Black.

Tanya believes in Frisco - she knows he's special, knows he has talent for both business and fashion design. As such, she encourages him to start his own apparel line. But her encouragement isn't entirely altruistic. She's got major ambition herself. She grew up poor and is barely footing the tuition for design school. She sees designing for Frisco as a fast track to success. Light skinned, she gets more of a pass in white society than some of the people she grew up with, but being biracial and a woman still holds her back, which infuriates her. She knows that success is the best revenge and she is impatient to show people what she's worth - even if that means occasionally compromising her values.

**Angel (Latino, 34)** – High ranking member of a powerful Mexican Sureño gang in L.A. - the 26th Street Locos. The son of Mexican immigrants who have disowned him because of his gang activity, Angel nevertheless feels an obligation to his parents, his siblings, and his extended family back in Mexico, whom he visits semi-regularly while smuggling weed.

Angel feels a bit of solidarity with Frisco - they are both hard working sons of immigrants who are willing to do whatever it takes to achieve the American dream, both fans of *Scarface*. Angel is in a position to help Frisco - to fund his business endeavors, to help extend his customer base, and to offer him protection amongst the prodigious gang activity that is south and east L.A. But he also expects a lot from Frisco - including occasionally using FB County as a front for smuggling and other illegal ops. This puts increasing strain on their relationship, and that's before a powerful cartel prevails upon the 26th Street Locos to join their growing operation, putting more pressure on everyone.

Angel has a younger brother, Carlos (25), part of a rival gang that Angel's fellow bangers in the 26th Street Locos want eliminated. Even though Angel's brother's gang is weak, Angel allows them to operate on 26th Street turf, partially because Carlos knows something about Angel that would result in Angel's death at the hands of his own gang if they ever found out...

**Marcelino (Latino, 27)** – Frisco's right hand man. A little older than Frisco, but dedicated to the friendship and loyalty that Frisco has shown him over the several years they've worked together distributing Bill Douglas apparel in L.A. A loner with little formal education, Marcelino has been pumpled all his life by people who think he is inherently stupid and worthless. Because of this he carries a chip on his shoulder as well as a profound sense of rejection. As such, Marcelino is grateful for the sense of camaraderie provided by his work with Frisco. He proves willing to do anything to get FB County up and running - including anything below board.

Marcelino is a big guy and a bruiser. He can take a punch without flinching, then knock the other guy flat with one of his own. But violence isn't his first nature. He's got a heart and he lives and dies on Frisco's successes and failures.

**Pooch Pup AKA Calvin Jenkins (African American 23)** – A stringy kid from Frisco's 'hood who gets in on gangsta' rap during its eruption in the early '90s and becomes an overnight sensation. Calvin was in Frisco's parents' stores a lot as a kid, checking out the threads, getting hooked up by Frisco once in a while when his parents weren't looking.

Calvin owes Frisco for saving his ass once. Calvin got into gang activity early, and one day a group of older, rival bangers chased him down with murderous intent. Frisco hid him in the store until his pursuers were gone. Once Calvin becomes Pooch Pup, Frisco prevails on him to return the favor by helping brand FB County with his new fame. Pooch Pup reluctantly agrees and when he is arrested for murder wearing FB County, it gives the label a whole new legitimacy.

**Daniel and Loretta Park (Korean American, 55, 51)** – Frisco's parents - first generation immigrants who came to Los Angeles in the late 1970s when Frisco was 7, driven by the high unemployment rate and political insecurity back home. Unlike the first and second wave of Korean immigrants to the U.S. who were primarily laborers, war victims, or political refugees who had no choice but to immigrate, Daniel and Loretta were white-collar workers in Korea who voluntarily moved to the U.S. to give their only surviving child the best possible chance. Yes, *surviving* - they lost a baby daughter before they had Frisco, something that Frisco only learns about during the season.

Parents did everything for Tom so that he could go to Beverly Hills high.

Daniel and Loretta are traditional, although somewhat isolated from their own community, and Frisco really wishes they would get some friends. Like most immigrant parents, they want better for their child, especially given the responsibility they feel to him after losing their daughter. But they also have stubborn ideas about what is an appropriate path for their son to take, and they oppose his aspirations and desires more than once.

**Bill Douglas (white 60)** – Old school retailer and founder of **BD**. Spent his whole life in the Bay area. Former hippie who lived in Haight Ashbury for a while in the 1960s. Now a conservative businessman, he nevertheless has a soft spot for rebels and libs. For the last 25 years he's run a solid workwear company that has - inexplicably to him - become popular among gangbangers and young minorities. He's happy with the way the company is - doesn't share his son's rabid ambition for unchecked growth, and wants to keep running the company until he retires at 65. He likes Frisco and wants to keep him on at **BD** long term.

**Frank Douglas (white 35)** – The heir to Bill Douglas, and a disappointment to the old man. Frank resents his father's satisfaction with the status of the business; what he perceives as his softness; and his coziness with minorities and liberals. There's no way Frank is waiting five

years to take the reins of this business - not with the explosion of gang activity in California and in the media that is creating the potential for BD to go through the roof.

Frank is a bastard through and through - arrogant, racist, with utter disdain for his customers. Hard to know where it comes from exactly, since his old man isn't such a bad guy. Trying to destroy Frisco's business isn't just about eliminating the competition for Frank - he takes pleasure in it. People are often contradictory and complex, but not Frank. The world contains bad people and Frank is one of them.

**Derek and Benny (both Latino, 16); Irene (Latina, 18)** – Benny and Derek are a couple of skinny wanna-be bangers who hijack a load of Frisco's pants and get caught, along with their slightly older friend Irene, whom they want to impress. Frisco sees something of himself in the kids and offers to let them work their debt off at FB County. The boys are excited for the opportunity, but Irene, older, more inscrutable, starts looking for her chance to hit Frisco again.

**Carlos (Mexican-American, 25)** – Angel's younger brother, who is desperate to get into the 26th Street Locos. Carlos knows a secret about Angel that would destroy Angel if it ever got out and he uses it for leverage.

### **Character Goals/Arcs**

Each of our characters wants to “**level up**” in life. Most of them belong to disadvantaged groups and communities and, having grown up poor in the neo-conservative 1980s, have been systematically denied opportunities. As such, their fire to get ahead in life burns very bright. They know they're smart enough, talented enough, driven enough, but they also know they have to constantly prove their worth to a society that keeps holding them back.

In this way, the characters illuminate two of our themes:

- 1.) How the American desire for upward mobility (the “leveling up”), the lure of success and the pressure to achieve it, can be morally compromising in unexpected ways.
- 2.) The lie of American meritocracy - the bullshit notion that the playing field is equal and all of us will be rewarded strictly on our merits and hard work.

**Adrian “Frisco” Park (Korean American, 24)** – Tired of being underestimated, and hell-bent on “making it” no matter what. Decides he's done being run over in life, and that going forward, if anyone gets in his way, he'll run *them* over. Determined to put 'hood life on the map via FB County and to give visibility to invisible people. Also wants to be rich as Croeses.

**Tanya (biracial, 23)** – As a half black/half Asian woman, she's been discriminated against in every way possible. Young, gorgeous and fit, she's evaluated almost entirely on her looks, which enrages her. She is resolved that people will take her seriously as a person and as a designer. Wants to design a line of gang apparel for women. When Frisco objects, she makes plans to start

her own line...potentially in competition with FB County, threatening her personal relationship with Frisco.

**Angel (Latino, 34)** – He’s so tired of being ‘hard.’ The men in his life have been making him do it since he was a boy. When he realized he was gay, he worked harder than anyone at keeping up the charade of ruthless machismo so that he could hide this identity - which, ironically, drove him to the top of the gang hierarchy. Now all he wants to do is escape the gang life and set up somewhere warm and tropical where he can finally be himself.

**Carlos (Mexican-American, 25)** – Carlos is desperate to get into the 26th Street Locos, but Angel forbids his membership. He doesn’t want his brother mixed up in the gang life. But Carlos, resentful at what he perceives as his lower station in both the family in the neighborhood, demands entry. He’s willing to out Angel if he doesn’t get it. Once in, he contrives to move up the gang hierarchy as quickly as possible.

**Marcelino (Latino, 27)** – All but given up on by his family, Marcelino wants to prove that he has it in him to be something special. Riding Frisco’s coattails to the top gives him a profound sense of self-worth. But eventually, Marcelino wants to be recognized on his own merits - even if that means crossing Frisco.

**Pooch Pup AKA Calvin Jenkins (African American 23)** –

**Daniel and Loretta Park (Korean American, 55, 51)** –

**Derek and Benny (both Latino, 16); Irene (Latina, 18)**

### **Season Premise and Pilot Outline**

1993: For several years, ADRIAN PARK has distributed urban workwear in L.A. for a northern California apparel company, Bill Douglas (BD), run by an aging BILL and his ambitious, unscrupulous son FRANK. These clothes are popular with urban demographics, especially males, and Adrian has been instrumental in establishing BD in L.A. – retailing their threads out of a chain of stores owned by his parents. When a newly famous rapper, POOCH PUP, flaunts BD gear in his latest video, the company explodes in popularity overnight. Having outfitted the rapper, Adrian wants a bigger stake in the business, and Bill, an old school loyalist, agrees. But before he can bring Adrian aboard, Frank wrestles control of the business from his old man and cuts Adrian out of the company altogether.

Adrian, humiliated and furious at this betrayal, decides to move BD apparel in L.A. on the down low by buying it wholesale under a fake company name. Adrian still has customers, knows the market, and can profit off BD without giving the company its typical retail cut. He finds some satisfaction in screwing Frank over in this way, but he knows there is no future in it. And he feels anxious to get his own life going, having spent most of it working for other people.

But before Adrian can plan his next move, Frank discovers what Adrian is up to and threatens him with legal action, while also sending thugs to steal the profits Adrian made selling BD wholesale. Beaten and broke, Adrian seeks solace from his sometime girlfriend, TANYA, a fashion student at a local college. She encourages him to start a company to design and distribute his own clothes. She has seen his talent, and she knows he can do it if he sets his mind to it.

Instead, consumed by vengeance, Adrian decides to destroy Bill Douglas, starting with sabotaging the shipments coming into L.A. In his tunnel vision, he fails to realize that undercutting BD in L.A. is hurting his parents' stores, who depend on the brand. Worse, the shipments he destroys were headed to a powerful local gang, led by the menacing ANGEL, who tells Frisco he is now on the hook for replacing the clothes, and soon – or else.

Out of ideas, Adrian decides to pursue Tanya's idea to start his own clothing line, Frisco Bay County. Originally designed to simply knock off Bill Douglas, Adrian – now going by "Frisco," to help brand the business – becomes enamored by the process of fashion design. And he begins to envision a clothing line of much higher quality than BD, including a new kind of work pants that will become more popular than anything Bill and Frank ever dreamed of.

Frisco goes to his father for a loan to get FB County up and running, but after DANIEL discovers that his hot-headed son has jeopardized the family business, he refuses to help him. Frisco next goes for a bank loan, but as a young person of color, he doesn't stand a chance. As a last resort, he goes to Angel's gang for the money, who oblige with onerous conditions. Now that Frisco is all but owned by one of L.A.'s most notorious gangs, failure is no longer an option.

The first season chronicles Frisco's efforts to get his fledgling company up and running, in the face of assorted obstacles and complications, including heavy resistance – legal and otherwise – from Frank, who is determined to ruin any chance of success. When Frank seizes the upper hand, and it seems like all might be lost, Frisco invents the garment for which FB County will become immortal...the Charlie Brown shirt. But with his adversaries closing in and circumstances turning against him, Frisco doesn't know if his business can survive long enough to realize his vision. Now he's in a war: for his pride, his company, his customers, his family, and his future...

### Season One Episode Outlines 2-10

1. ADRIAN PARK is distributing urban workwear in L.A. for a northern California apparel company, Bill Douglas (BD), run by an aging BILL and his ambitious, unscrupulous son FRANK. When Frank cuts Adrian out of Bill Douglas, Adrian seeks revenge by selling BD wholesale. Frank finds out, shuts him down. In response, Adrian tries to destroy the company, starting with sabotaging the shipments coming into L.A. In his rashness, Adrian inadvertently hurts his parents, and crosses a powerful local gang run by Angel, who tells him he will replace the clothes soon – or else. At the end of his rope, he confers with Tanya who advises him that the only way out of this predicament is to start his own gang wear business (series inciting incident).

2. A Story: After reflecting upon all the success he had as a kid, hustling, coming up with side business on the fly, outwitting the neighborhood toughs (all seen in flashbacks), Frisco decides he's got what it takes to start his own business. When he can't get seed money anywhere else, he goes to Angel's gang for the money, who obliges with onerous conditions. Now that he's all but owned by one of L.A.'s most notorious gangs, failure is no longer an option. B Story: C Story: Tanya gets hit on by her design professor, talks to Frisco about quitting school, joining him in his business. Frisco encourages her to stay.
3. Frisco decides to make a Bill Douglas style work pant for his first FB County apparel. Frank sues. When a lawyer tells Frisco that any fashion knockoff has to legally be 35% different from what it's copying, Frisco hits on the idea to change the material to a hard denim. The pants with the new material are overnight sensations. But Frank still says the idea belongs to him and starts a war, upping the legal pressure while hitting Frisco's distribution in late night raids. After several such raids almost clean them out, Frisco and Marcelino stake out their warehouse and catch the perpetrators in the act. After a high speed chase through the warehouse district, they unmask the three saboteurs, and they turn out to be...three teenagers: Irene, Benny and Derek. Instead of turning them into fish food, Frisco gives them jobs - starting with feeding false information back to Frank so they can hit him back. B Story: Angel finds out his younger brother, Carlos - has joined a rival gang. C Story: Tanya's design professor, spurned by her rejection, humiliates her in class and gives her a failing grade even though her class project is clearly the best. After class, he tells her that a hood rat like her better be prepared to do whatever it takes to find success in this business.
4. Cold Open: Angel gets stopped smuggling drugs back into the U.S., not by the border patrol, but by a rising cartel, whose lieutenant, Joker, tells him that if he wants to stay in business, the 26th Street Locos now work for them. A Story: The new pants are flying off the shelves. Now he needs a shirt. After a tour through history, Frisco comes up with the idea for the Charlie Brown shirt.
5. Cold Open: Pooch Pup is in an incident at a night club that leads to him witnessing his body guard/homie commit a murder (similar to what happened with Snoop Dog IRL around this time). Frisco makes a prototype Charlie Brown shirt, gives it to Pooch Pup to wear as a branding opportunity. When Pooch Pup gets arrested for the murder wearing the shirt, FB County explode overnight as the pictures hit the media. Now Frisco is up a creek - the demand for the shirt far outweighs his ability to manufacture and distribute it before the knockoffs start appearing...he goes to Angel and offers him a stake in the business for the funds. Over a barrel himself with the cartel, Angel asks Frisco to help with a smuggling operation. Frisco is forced to agree, but the operation almost ends FB County at the hands of the police. Frisco begs out of his partnership with Angel. But Angel only doubles down, and Frisco makes the risky choice to look for help from Angel's rivals...including Carlos who reveals Angel's secret to Frisco... he's gay, all but a death sentence in the machismo driven world of Latin gangs.

6. B Story: Angel and Carlos take a trip home to Mexico, during which Angel considers killing his brother to preserve his secret.
7. The season will move towards a climatic courtroom showdown against FB County's rivals and accusers, with Frisco, a 21 year old shaking in his boots but having to act hard because he's from the streets.
8. FB County and Bill Douglas are both scheduled to present their wares at a big design expo in L.A. where a competition will award a prize in their category.
9. Daniel has a heart attack and Frisco's parents pressure him to take over the family business. But he knows that he can't do both. He would have to give up Frisco County.
10. A shortage of denim threatens the business and Frisco has to get real imaginative real quick to procure the last quantities available. Started hoarding all the high end denim fabrics - controlled the market. Other retailers come after him, including Lee and Levi.
11. Initial issues with the designs not coming out the way Frisco has anticipated.

Season 2: Girls clothes - Tanya