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"What I Hate" taking makeovers to new level

Fri Oct 23, 2009 12:19am EDT

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By Anthony Crupi

NEW YORK (Mediaweek) - The Style Network is about to embark on an adventure in constructive self-loathing as the Comcast-owned cable channel gets ready to launch "What I Hate About Me."

Hosted by Style personality Lisa Arch ("Clean House"), "What I Hate About Me" is an unconventional makeover show that challenges women to address the 10 aspects of their lives they dislike the most. Along with the obligatory complaints about cellulite and relationships, the women who appear on the show will aim to get a handle on everything from intra-family dynamics to the way they manage their financial affairs.

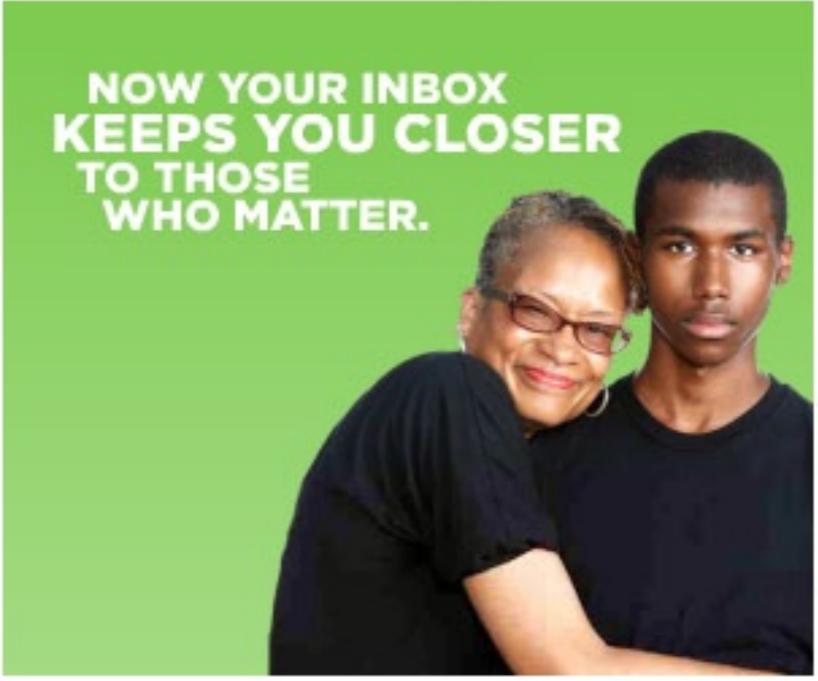
After each guest lays bare the things she can't abide in herself, Arch and a rotating panel of experts (including boxer Laila Ali, nutritionist Rachel Beller and radio host Emily Morse) will attempt to devise pragmatic solutions to some of the more vexing problems. Style has ordered 10 one-hour episodes, the first of which debuts at 9 p.m. on January 2.

"We think that's a great time to launch a series like this," Style Network president Salaam Coleman Smith said. "The new year has just begun and every woman is still thinking about all those resolutions she made the day before."

Style also will bring back "Ruby" in the first quarter. The show chronicles a Savannah, Georgia, woman's struggle with obesity. Once weighing in at 716 pounds, Ruby Gettinger is down to about 350.


(Editing by SheriLinden at Reuters)

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