

**HIGHLIGHTS
ORIGINAL
PRODUCTIONS
BY MOOD HUNTER**

HERCHCOVITCH;

HERCHCOVITCH; EXPOSED



HERCHCOVITCH; EXPOSTO

FEATURE DOCUMENTARY – 2024

90 MIN

Nominated for the 2025 International Emmy® Awards in the *Arts Programming* category.

An original HBO documentary, it premiered in the Top 10 on HBO Max. The film tells the story of Brazil's most iconic fashion designer, Alexandre Herchcovitch, through his relationship with his mother — from the moment he lost the rights to the brand that carried his own name to his emotional comeback and the historic runway show that marked his return.

It is also a portrait of Brazil's counterculture in the 1990s, revealing how fashion, art, and identity intertwined in a time of transformation.

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VARIETY

Hollywood
REPORTER

veja São Paulo

VOGUE

CNN

IMDb

ELLE

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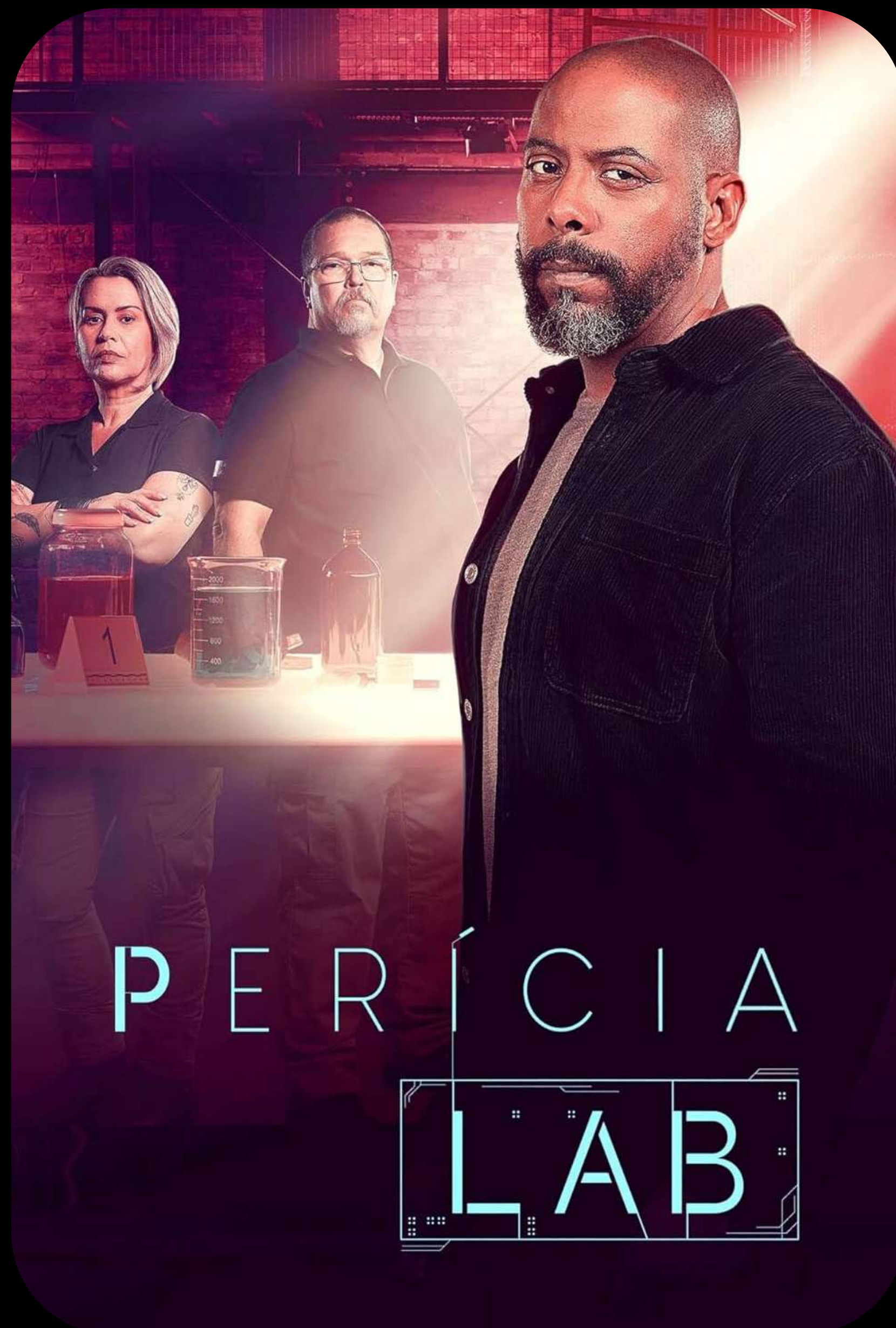
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PERÍCIA LAB

TRUE CRIME SERIES – 2022-2026

3 SEASONS | 10 X 45'

CO-PRODUCERS: SONY PICTURES | MOOD HUNTER

A true crime series for the AXN Channel, now in its third season.

It is the highest-rated original production across all Sony Pictures Networks in Brazil.

In the spirit of *MythBusters*, the series creates scientific experiments to analyze real criminal cases, which are then dramatized within each episode, blending forensic investigation and storytelling in a uniquely engaging way.

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O UNIVERSO TV

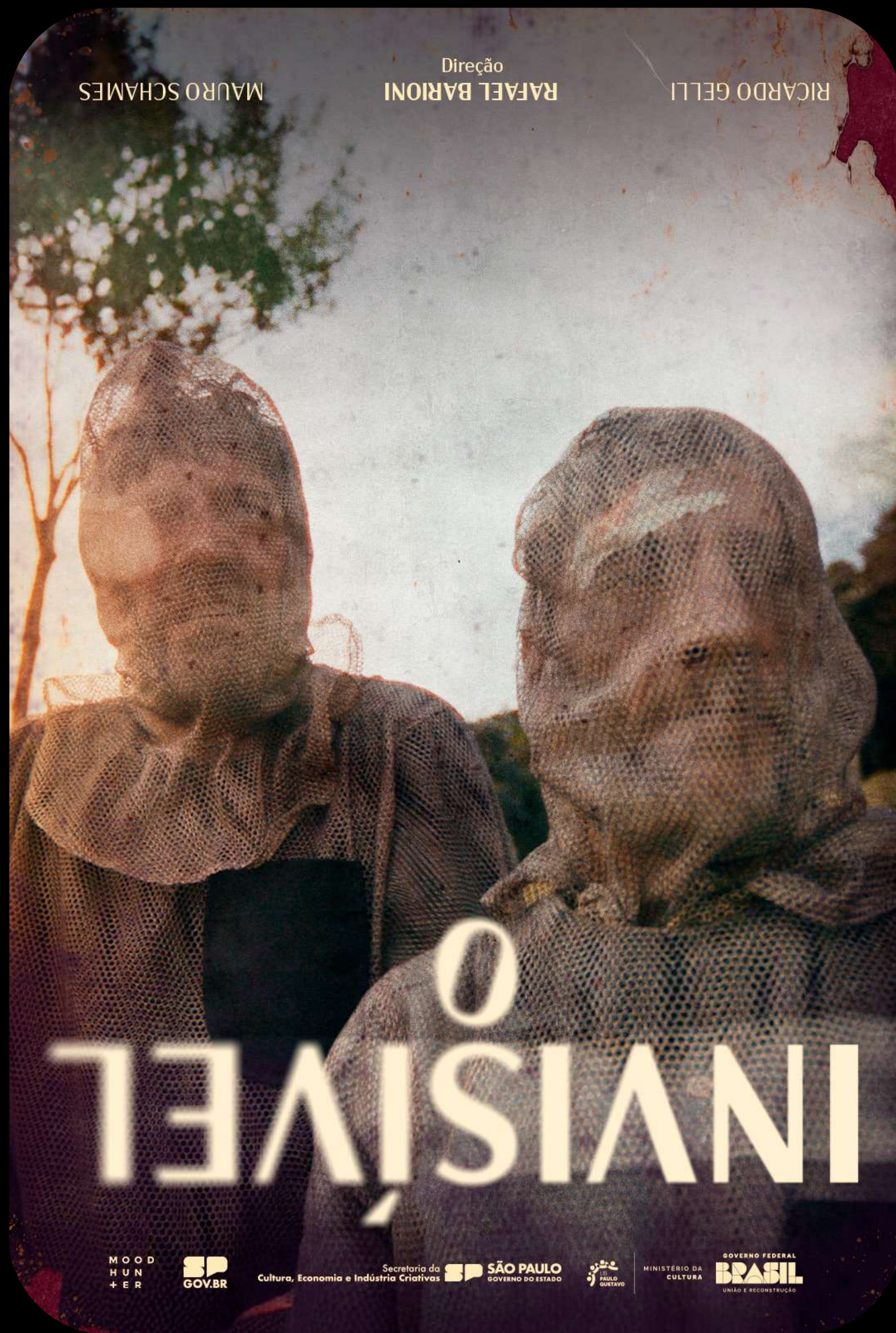
Laranja Cast

O GLOBO

Portal **Tela**

propmark

Prensario
International



O INVISÍVEL

FEATURE FILM / DARK COMEDY – 2026

70 MIN

PRODUCER: MOOD HUNTER

A low-budget feature film selected through the Paulo Gustavo Fund (Brazil), starring Ricardo Gelli and Mauro Schames, with costume design by Alexandre Herchcovitch, cinematography by Milena Seta, and written and directed by Rafael Barioni.

Currently in its release phase, the production achieved remarkable visual and artistic value despite its modest budget, thanks to the exceptional talent involved and the creative power of Mood Hunter.



DESCOSTURANDO

REALITY SHOW – 2022-2026

3 SEASONS | 10 X 45'

CO-PRODUCERS: NBCUNIVERSAL | MOOD HUNTER

In this **original fashion-format reality show**, Alexandre Herchcovitch, Brazil's most renowned fashion designer, and his team take on a unique mission: in each episode, they **select outfits from the wardrobes of a celebrity and an everyday person**. Then, through **upcycling**, they **transform each other's clothes** to create entirely new looks, swapping styles and stories along the way.

A show that celebrates creativity and connection through upcycling, Descosturando stands out as one of the **top subscriber converters for the Universal+ platform** across Latin America.

TEASER



NA CORRIDA



NA CORRIDA

DOCU-REALITY – 2020

2 SEASONS / 8 X 45'

NETWORK: HISTORY CHANNEL

Created and produced by Mood Hunter, this was the first original web series by History Channel Brazil, following a racing team in the Brazilian Touring Championship.

The series became such a success online that the network expanded it into a full television series, running for two seasons and achieving strong commercial results and audience impact.

TRAILER



REALIDADE OU



REALIDADE OU FICÇÃO?

VIDEOCAST – 2025–2026

10 x 45'

CO-PRODUCERS: SONY PICTURES / MOOD HUNTER

The **first original videocast** by AXN. Within just a few days of its premiere in **October 2025**, the debut episode reached over **1 million views**.

Created and produced by **Mood Hunter**, the show features a unique format: **the host narrates a crime story to the guests**, who must decide at the end of the episode whether the case is **real or fiction**.

Part of the season explores **real crimes**, while other episodes revisit **iconic fictional cases from AXN series**, creating **highly engaging and viral content** across social platforms.

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ALL THAT DRAG

DOCUMENTARY – 2023

50 MIN

NETWORK: E! ENTERTAINMENT

A touching documentary about the Brazilian Drag Queen culture, produced for E! Entertainment Brazil and created by directors and writers from within the Drag community.

FILME 
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notícias da tv

IMDb

VOZES DO

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DOCUMENTARY SERIES – 2023

4 X 45 MIN

NETWORK: E! ENTERTAINMENT

A collection of four documentaries about female autonomy, produced for NBCUniversal International — two films made for the Brazilian market and two for the Latin American market.

Each film promotes a provocative social experiment, later discussed by artists and thought leaders, creating a powerful dialogue around women's voices and perspectives.

Filmed across Brazil, Mexico, Colombia, Argentina, and Chile, the series features prominent figures such as Cecilia Roth, Elza Soares, and Zezé Motta, and was entirely conceptualized and directed by female creators.

The fourth film achieved the highest-rated premiere in the history of E! Entertainment Brazil.

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MISSÃO AXN

TRANSMEDIA SERIES – 2019

2 SEASONS

NETWORK: AXN | SONY PICTURES

Winner of the Promax Global and Promax Latin America Awards for Best Brand Integration and Best Digital Project, *Missão AXN* marked a historic milestone for AXN Brazil.

Created and produced by Mood Hunter, the story began as an **interactive online microseries**, inviting fans to take part in solving a mystery. The engagement exceeded all expectations, with **thousands of participants**. In the finale, **five AXN fans were brought onto a real film set**, where they became **characters in the story**, filming in real time the **solution to the case they had investigated for weeks**. This content was later turned into a **45-minute primetime TV episode**, placing the fans **alongside the channel's greatest heroes**.

The project's success led to a **second edition**, this time in partnership with **Motorola**, which used the show to **launch a new smartphone** — including a **custom character integrated into the narrative** to represent the brand.

A truly **360° transmedia project** that became a **benchmark in audience engagement and branded storytelling**.

TEASER





LET'S PLAY!

M O O D
H U N
+ E R



M O O D - H U N T E R . C O M



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