

A low-angle, upward-looking shot of a street lined with tall palm trees. The sun is setting on the left side of the frame, creating a bright, glowing orb with radiating light rays. The sky is a clear, pale blue. The palm trees are silhouetted against the sky, with their fronds clearly visible. The overall mood is serene and romantic.

LOVE LIES



Love Lies

STORY: Setbyul Park ART: GGuyo

- *Fake dating Korea's hottest star*

Being the manager of a popular actress is not very fun. Hyojung is stuck on the sidelines running errands for Yeonkyung, the popular actress who also happens to be Hyojung's cousin. But Yeonkyung makes an interesting proposal: "Help me date Seungyun, Korea's hottest star." What will happen when Hyojung and Seungyun begin a fake relationship to get back at Yeonkyung? They're just faking it, no emotions involved... right?

GENRE:
ROMANCE

COMPLETED
COMIC

83
CHAPTERS

PERFECT FOR A:
DRAMA SERIES

tone:
QUIRKY

ADULTS
18-34

RIGHTS
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STATS: ~10M Views

COMPS


America's Sweethearts, The Devil Wears Prada



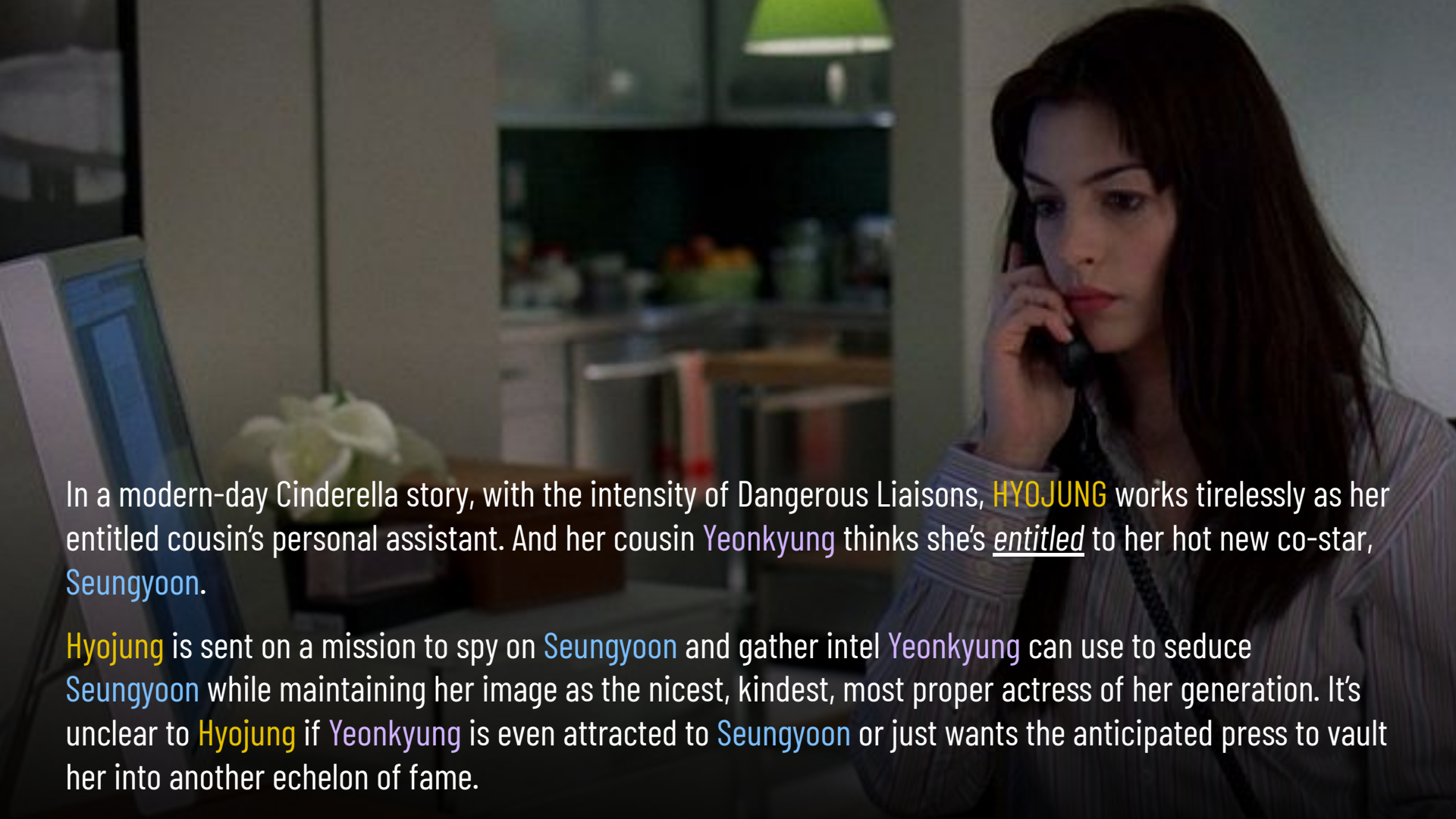
She's a fast-rising star, recently cast in a hotly anticipated TV show.

Her talent is only matched by her kindness.

She's even gave a job to her cousin, an emotionally troubled orphan.


A wide-angle shot of a large, empty movie theater. The rows of dark-colored seats are arranged in a semi-circular pattern, filling the lower two-thirds of the frame. At the far end of the theater is a large, bright white screen. Above the screen, a row of six large, circular spotlights is illuminated, casting a warm glow. The ceiling is dark with several smaller spotlights visible. The overall atmosphere is quiet and contemplative.

Only it's all a lie.



In a modern-day Cinderella story, with the intensity of *Dangerous Liaisons*, **HYOJUNG** works tirelessly as her entitled cousin's personal assistant. And her cousin **Yeonkyung** thinks she's entitled to her hot new co-star, **Seungyoon**.

Hyojung is sent on a mission to spy on **Seungyoon** and gather intel **Yeonkyung** can use to seduce **Seungyoon** while maintaining her image as the nicest, kindest, most proper actress of her generation. It's unclear to **Hyojung** if **Yeonkyung** is even attracted to **Seungyoon** or just wants the anticipated press to vault her into another echelon of fame.

A man with curly brown hair and a woman with long brown hair and bangs are smiling at each other. They are in a dimly lit room with other people in the background.

All of this would be par for the course, **Hyojung** doing something sketchy to further her cousin's selfish agenda in a way that keeps her cousin smelling like a rose...

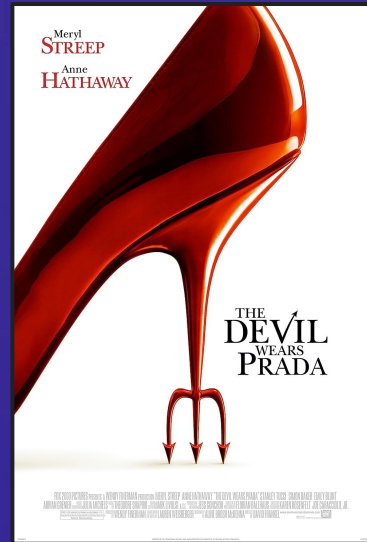
...except, in doing recon, **Hyojung** shows **Seungyoon** the real her (the first time she's ever stepped outside her cousin's shadow), and **Seungyoon** very inconveniently falls in love with **Hyojung** and not **Yeonkyung**, as planned! Oops!



For the first time, **Hyojung** has a chance to make her own dreams come true, but her cousin won't take this "disloyalty" lying down! Only **Hyojung** fully understands how conniving and vindictive her cousin actually is!

Imagine a “sisterly” dynamic of *America's Sweethearts* (2001), in which Catherine Zeta Jones plays a selfish movie star and Julie Roberts her “plain” sister and beleaguered assistant, now being romanced by Zeta Jones’ ex-husband, John Cusack.

Add to this the conniving, plotting, social striving, backstabbing and the unexpected “glow up” of our “mousy” lead, as in *The Devil Wears Prada* (2006).



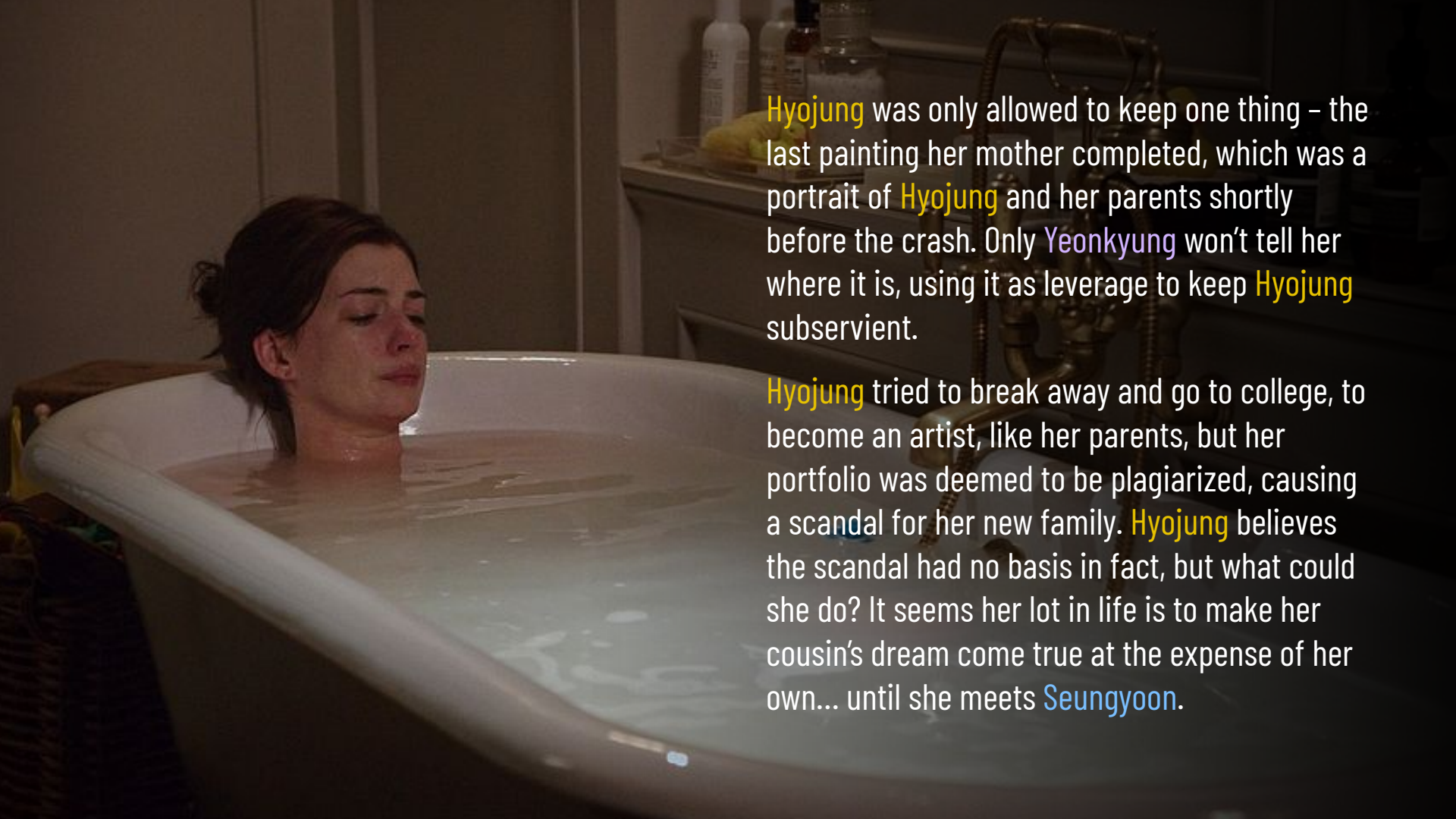
A low-angle, upward-looking shot of a street lined with tall palm trees. The sun is setting on the left side of the frame, creating a bright, warm glow and lens flare effects. The sky is a clear, pale blue. The word "CHARACTERS" is superimposed in the center of the image in a large, white, serif typeface.

CHARACTERS



HYOJUNG has never known a moment's peace since her parents, both renowned artists, died in a car crash. **Hyojung** was in the car, but survived. Sometimes she wishes she hadn't.

Sent to live with her materialistic aunt and uncle, they made her a servant for the "star" of the family, their daughter. **Hyojung** grows up with the narrative that her parents died carrying huge debts and even selling off all of their paintings and possessions, **Hyojung** still financially afflicted her new family.



Hyojung was only allowed to keep one thing – the last painting her mother completed, which was a portrait of **Hyojung** and her parents shortly before the crash. Only **Yeonkyung** won't tell her where it is, using it as leverage to keep **Hyojung** subservient.

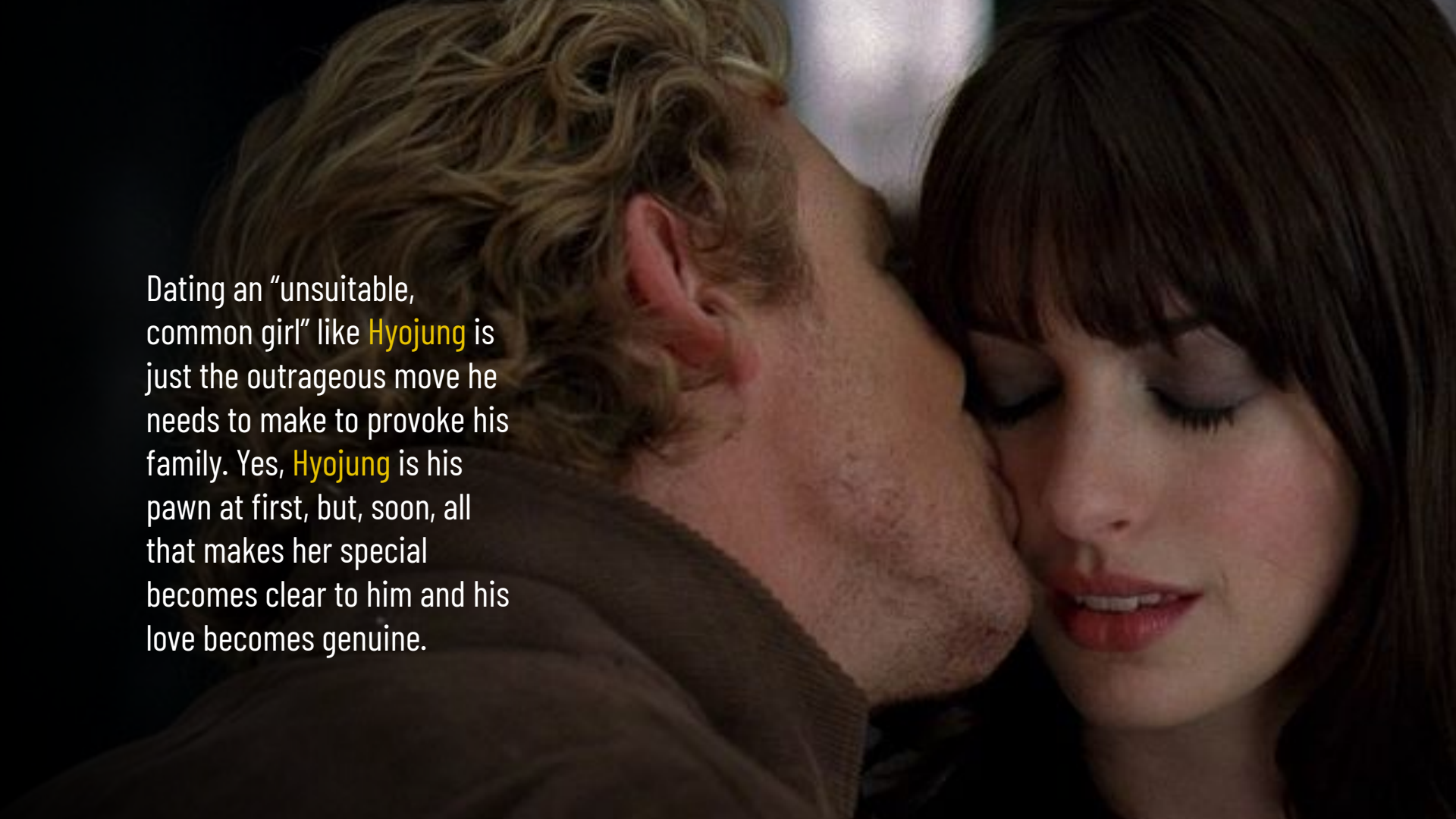
Hyojung tried to break away and go to college, to become an artist, like her parents, but her portfolio was deemed to be plagiarized, causing a scandal for her new family. **Hyojung** believes the scandal had no basis in fact, but what could she do? It seems her lot in life is to make her cousin's dream come true at the expense of her own... until she meets **Seungyoon**.



Seungyoon is no knight in shining armor, however. If anything, he understands how two-faced and political Yeonkyung can be because "it takes one to know one."

Seungyoon rebelled from his rich, industrialist family (owners of a beloved department store, among other assets) to become an actor, but, as the baby of the family, he's always been willing to thwart convention.

With siblings so devious they make the Roys of Succession seem cuddly, Seungyoon has fought for his career. Now wildly famous, Seungyoon intends to use his status as a celebrity to go to war with his own family and learn the truth about the scandal of his birth.



Dating an “unsuitable,
common girl” like **Hyojung** is
just the outrageous move he
needs to make to provoke his
family. Yes, **Hyojung** is his
pawn at first, but, soon, all
that makes her special
becomes clear to him and his
love becomes genuine.

Is Yeonkyung evil or was she just raised that way? We may never know, but it's clear her parents trained her to be graspy and manipulative. Her mother is running for state office while her father is a financial wizard, running a hedge fund.

Yeonkyung has everything and only wants more. Sometimes, when there's nothing new to want, all she asks for is that those around her are humbled and made to feel small.

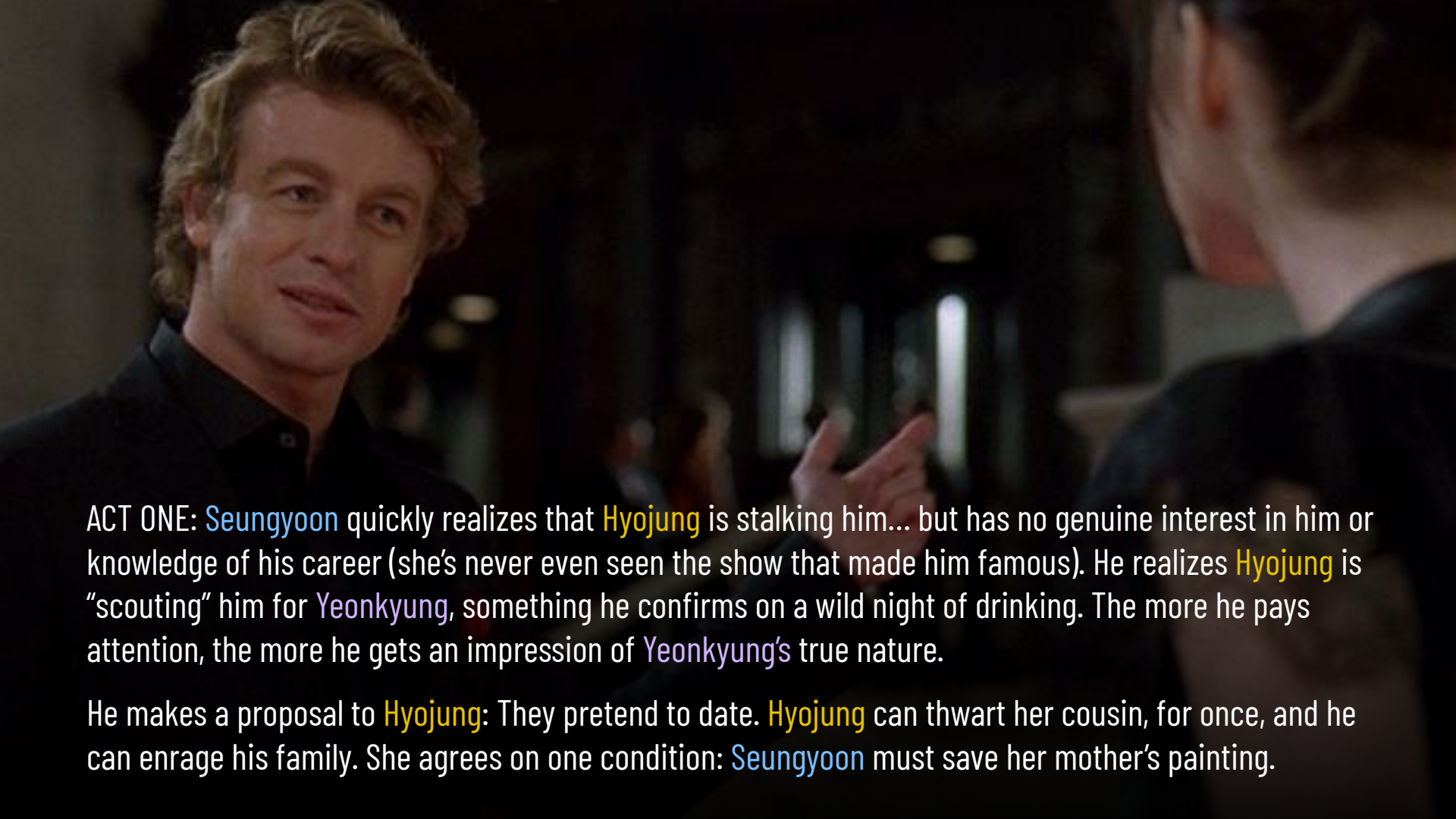
Yet, she does this all covertly, even getting mileage out of belittling Hyojung, then getting sympathy and positive attention for employing her "obviously incompetent" cousin, out of pity.

Hyojung has lost hope that the world will ever catch on to Yeonkyung's games.



A low-angle, upward-looking shot of a street lined with tall palm trees. The sun is low on the horizon to the left, creating a bright lens flare and casting a warm, golden light across the scene. The sky is a clear, pale blue. The text "THE PLOT" is centered in the middle of the frame in a white, serif font.

THE PLOT



ACT ONE: Seungyoon quickly realizes that Hyojung is stalking him... but has no genuine interest in him or knowledge of his career (she's never even seen the show that made him famous). He realizes Hyojung is "scouting" him for Yeonkyung, something he confirms on a wild night of drinking. The more he pays attention, the more he gets an impression of Yeonkyung's true nature.

He makes a proposal to Hyojung: They pretend to date. Hyojung can thwart her cousin, for once, and he can enrage his family. She agrees on one condition: Seungyoon must save her mother's painting.

Seungyoon buys the painting for an outrageous price through a broker, so Yeonkyung doesn't know he is the buyer.

With her mother's painting safely away from Yeonkyung, Hyojung is free of Yeonkyung's blackmail.

And that means she's free to rub her new "relationship" in Yeonkyung's face!

Meanwhile, Seungyoon's sister-in-law reaches out to Yeonkyung to conspire to matchmake Yeonkyung and Seungyoon, as they are horrified by his interest in this "orphan" Hyojung.

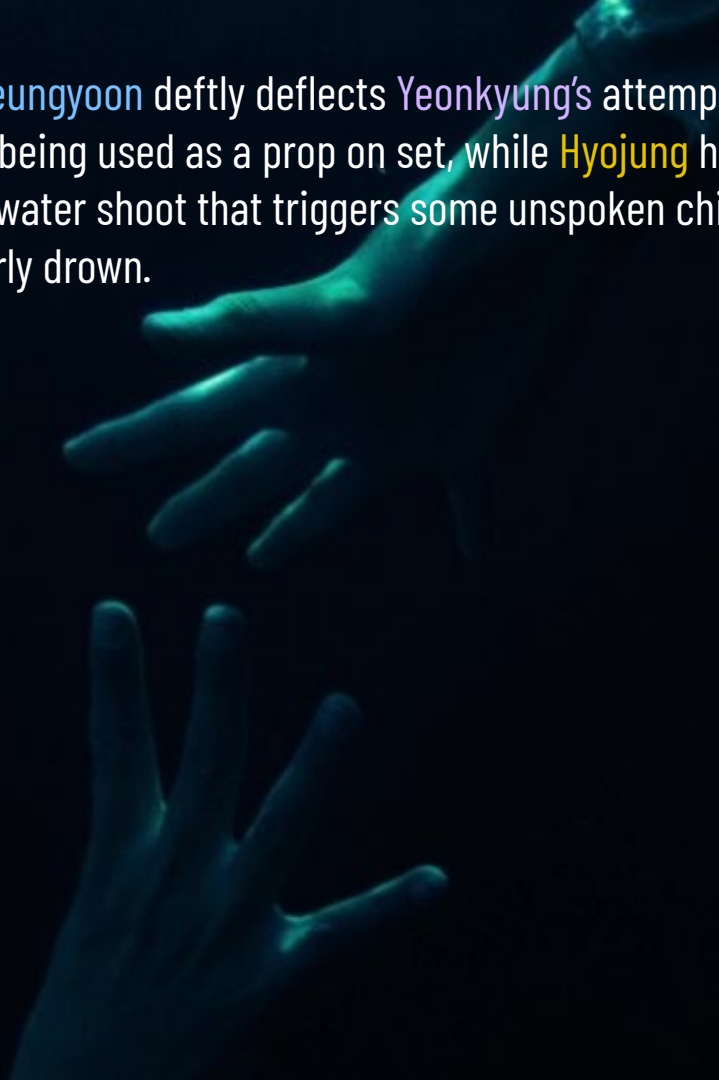


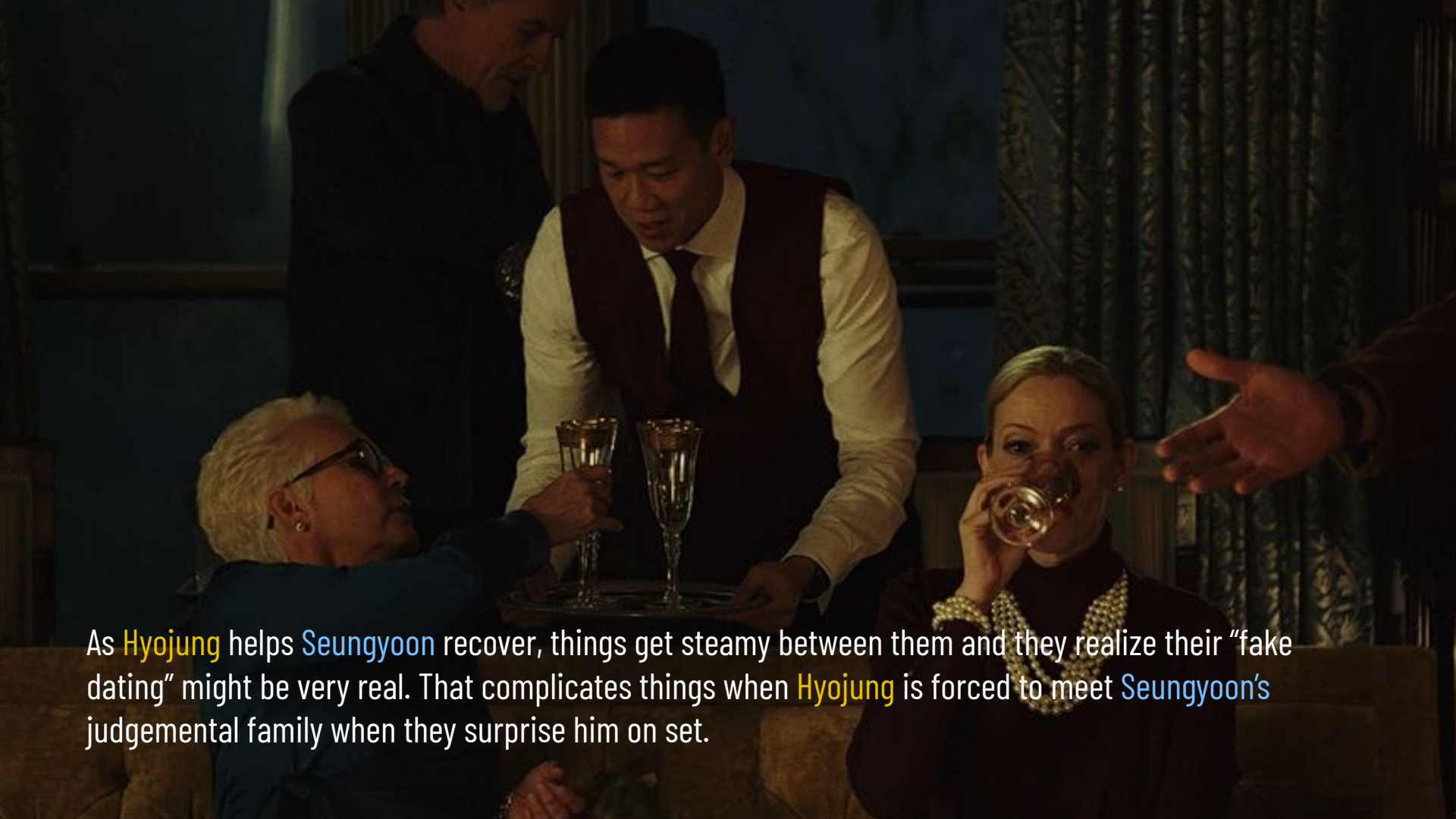


Hyojung and **Seungyeon** do a great job playing a couple in the initial throes of romance – only it stops being an act for both of them. Neither are willing to admit it to the other, though!

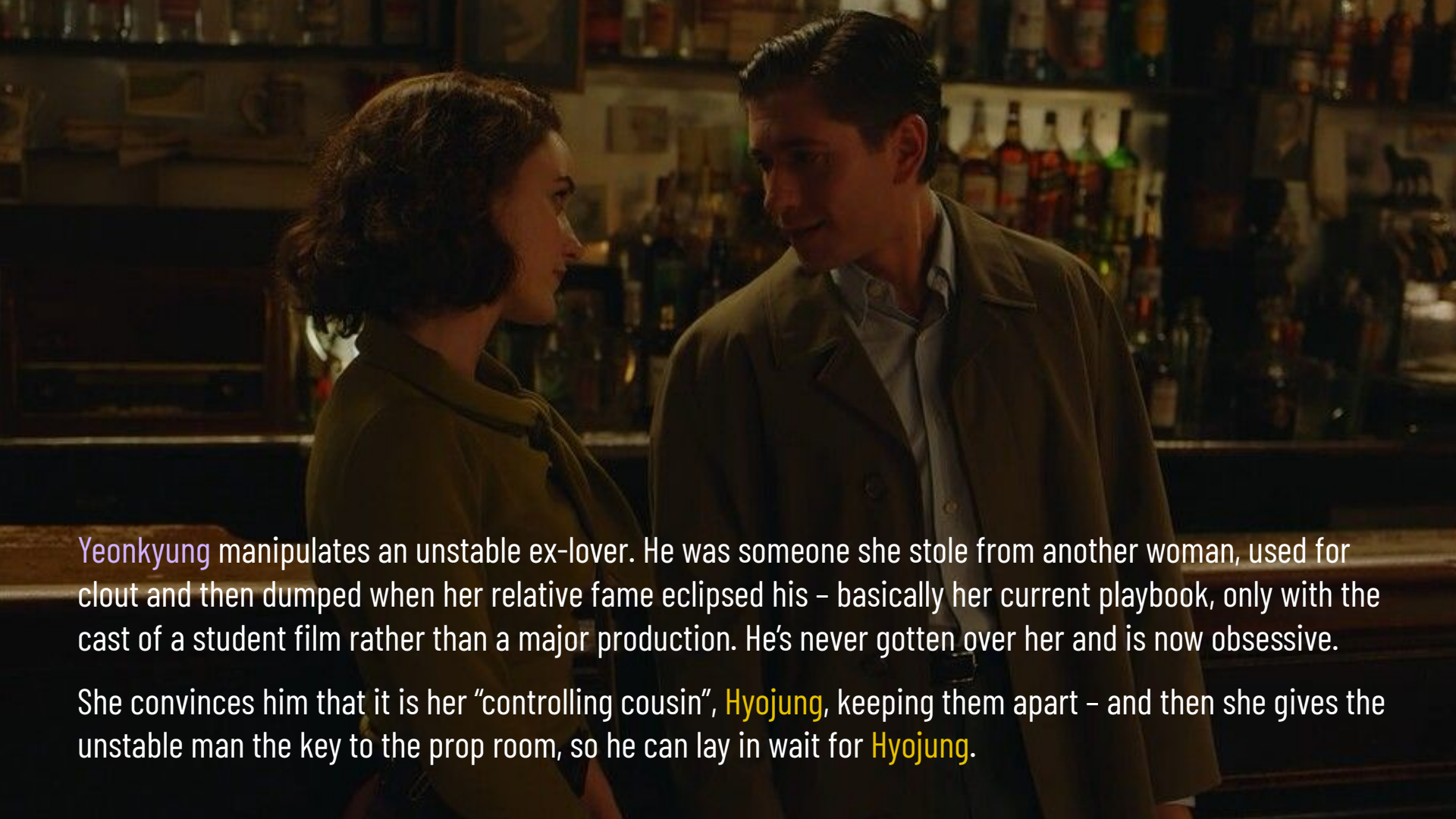
This makes for some very cute rom-com moments, as **Hyojung** experiences the perks of **Seungyeon's** world – a penthouse apartment, rides in his sportscar and a dream shopping trip at a major department store... owned by his family.

Their love deepens when Seungyeon deftly deflects Yeonkyung's attempt to frame Hyojung for stealing a valuable ring being used as a prop on set, while Hyojung helps Seungyeon handle a challenging underwater shoot that triggers some unspoken childhood trauma for him and causes him to nearly drown.





As **Hyojung** helps **Seungyoon** recover, things get steamy between them and they realize their “fake dating” might be very real. That complicates things when **Hyojung** is forced to meet **Seungyoon’s** judgemental family when they surprise him on set.

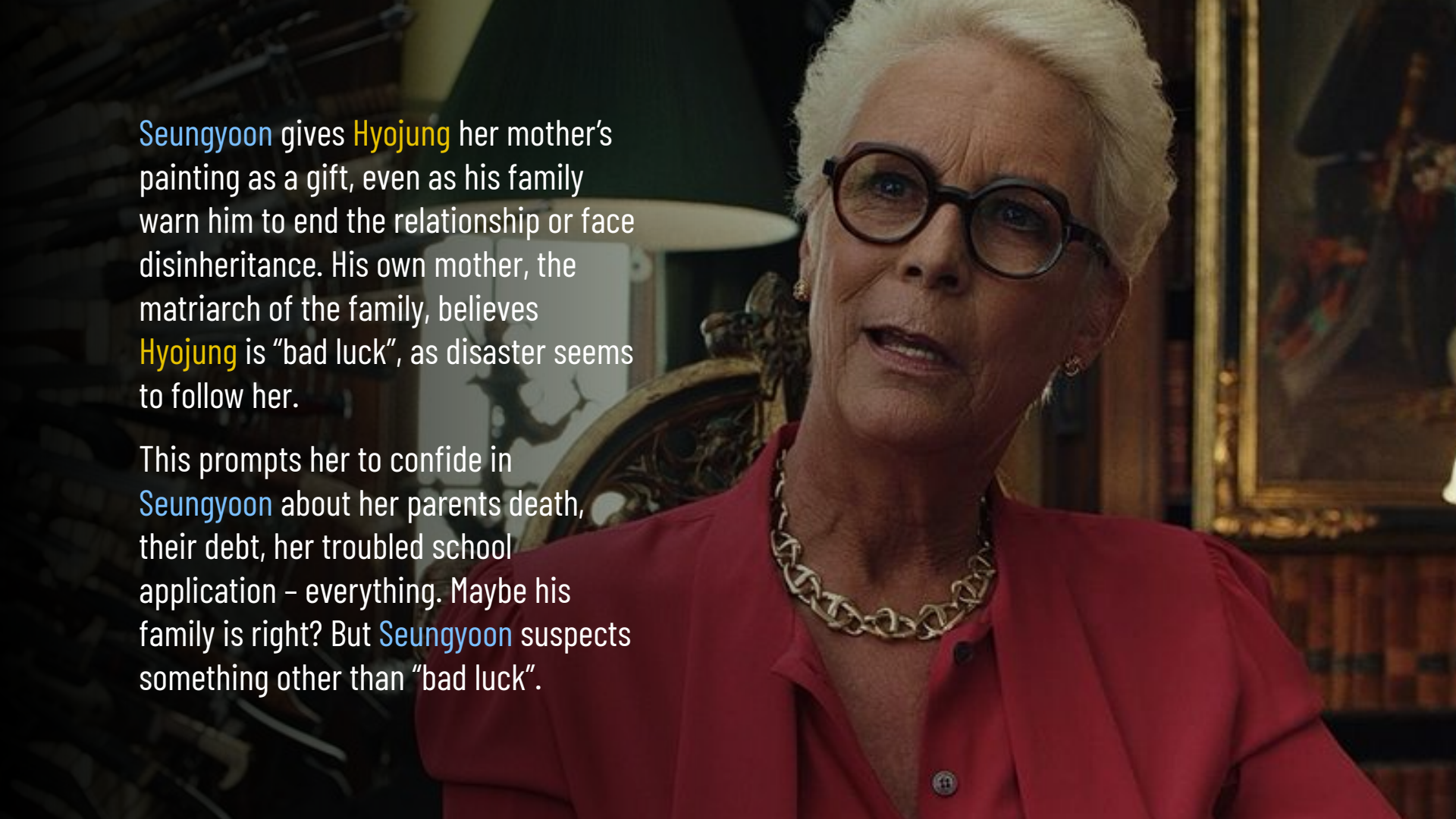


Yeonkyung manipulates an unstable ex-lover. He was someone she stole from another woman, used for clout and then dumped when her relative fame eclipsed his – basically her current playbook, only with the cast of a student film rather than a major production. He's never gotten over her and is now obsessive.

She convinces him that it is her "controlling cousin", **Hyojung**, keeping them apart – and then she gives the unstable man the key to the prop room, so he can lay in wait for **Hyojung**.

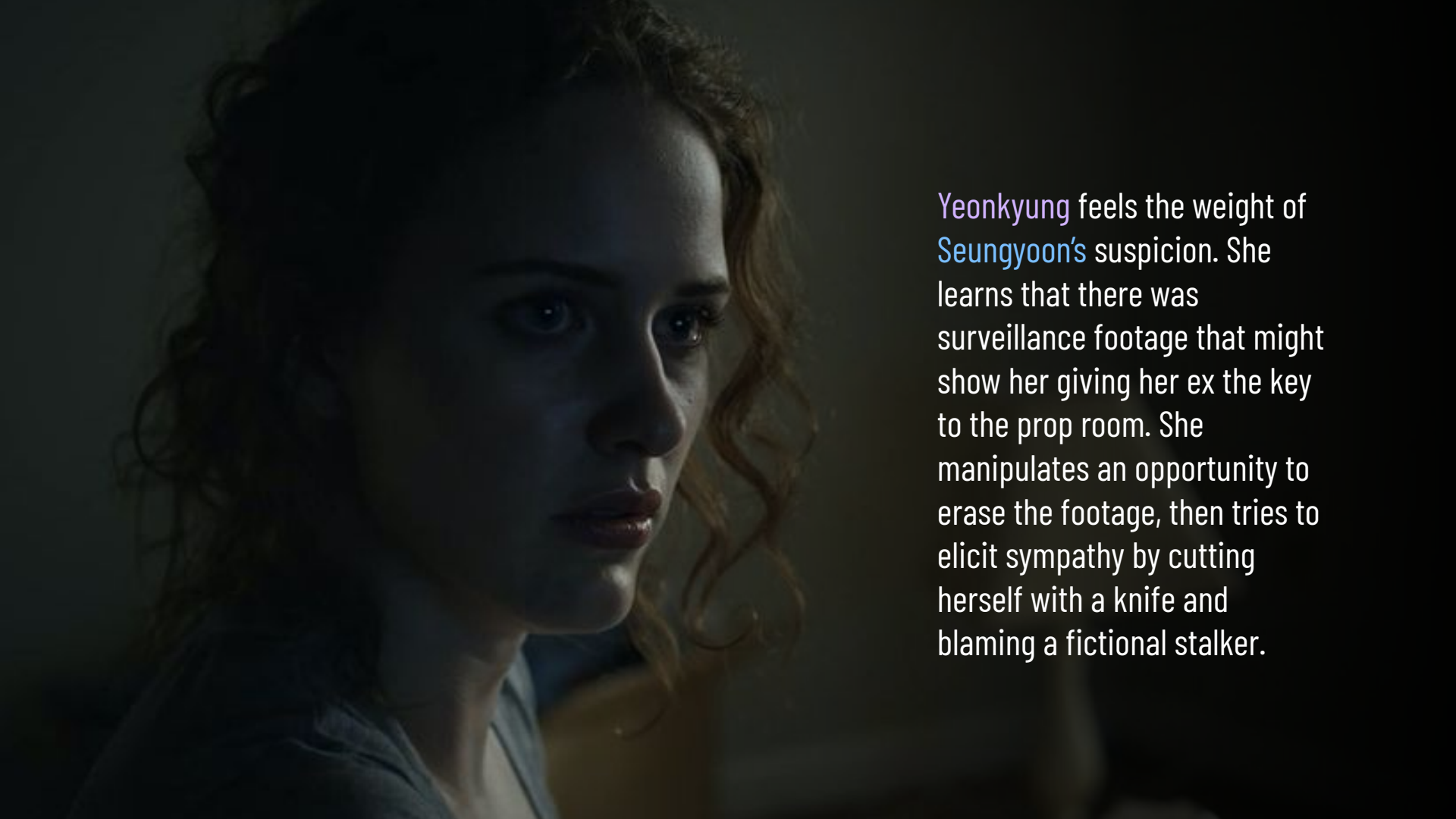


Yeonkyung's ex lights the prop room on fire and traps **Hyojung** inside. She nearly dies. **Seungyoon** braves the flames and saves her. The ex is arrested as a stalker, and his ravings that this was all Yeonkyung's idea are dismissed.

A woman with short, styled white hair is shown from the chest up. She is wearing dark-rimmed glasses and a vibrant red jacket over a dark top. A chunky, silver-colored chain necklace is visible around her neck. She is seated in an ornate, dark-colored chair. The background features a dark wood bookshelf filled with books and a framed painting with a classical style. The lighting is soft, coming from the left, casting a gentle shadow on her face.

Seungyoon gives Hyojung her mother's painting as a gift, even as his family warn him to end the relationship or face disinheritance. His own mother, the matriarch of the family, believes Hyojung is "bad luck", as disaster seems to follow her.

This prompts her to confide in Seungyoon about her parents death, their debt, her troubled school application – everything. Maybe his family is right? But Seungyoon suspects something other than "bad luck".

A close-up, profile shot of a woman with curly hair, looking off to the side with a serious expression. The lighting is dim, creating a moody atmosphere. The background is dark and out of focus.

Yeonkyung feels the weight of Seungyoon's suspicion. She learns that there was surveillance footage that might show her giving her ex the key to the prop room. She manipulates an opportunity to erase the footage, then tries to elicit sympathy by cutting herself with a knife and blaming a fictional stalker.



Hyojung learns of Yeonkyung's injury and her first thought is to check on her, making **Seungyeon** love her all the more... even as he continues to suspect **Yeonkyung** of inflicting the wound on herself.

However, when **Hyojung** check on her at their family home, they get into a fight. Finally finding her own power, **Hyojung** quits and moves out of the house.

Seungyeon offers to let her move in with him.



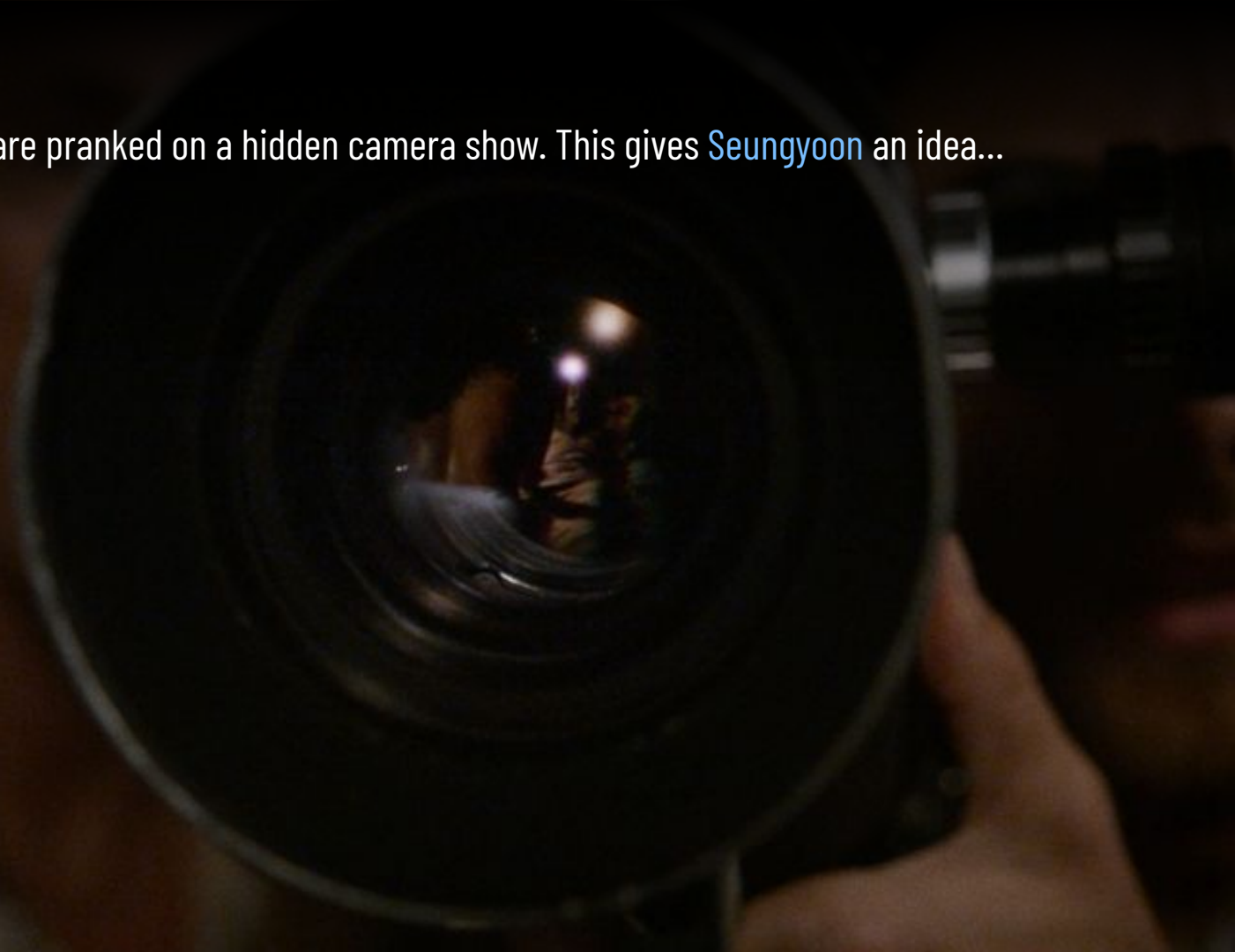


This creates a firestorm in his family, resulting in a family dinner, where **Hyojung** sees the nest of vipers with her own two eyes.

She learns **Seungyoons** secret – the woman he calls “mother” is really his grandmother, while his “sister” is his mother... the black sheep of the family who got pregnant during her wild youth, then left **Seungyoons** unattended in a bath, causing him to nearly drown.

To avoid scandal, she moved away and **Seungyoons** grandmother adopted him and presented him as a “late in life” baby. As a result, the fact that he is on equal footing with his “mother’s” other children gall them and they have been devising ways to have him disinherited.

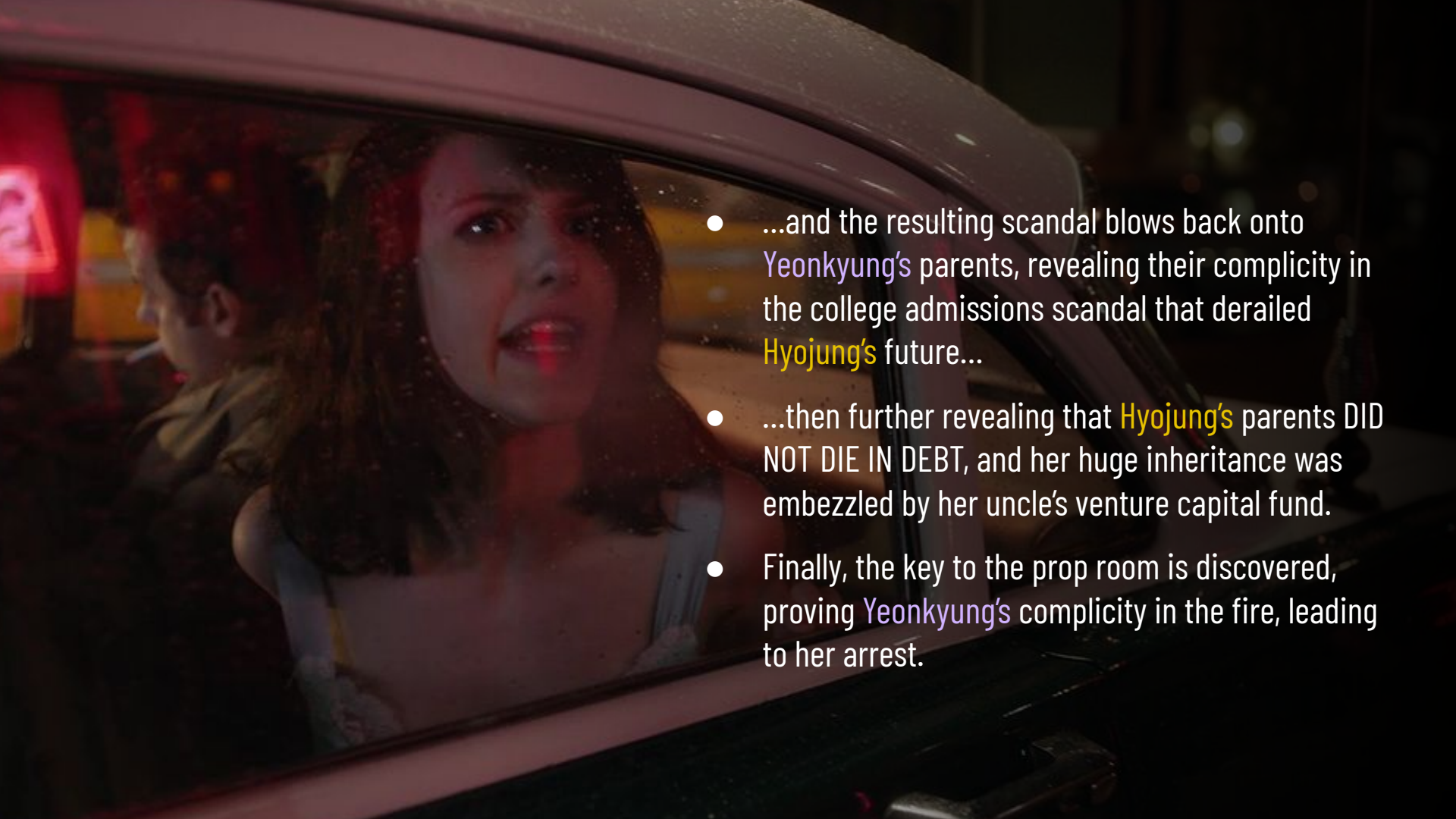
Seungyoon and Hyojung are pranked on a hidden camera show. This gives Seungyoon an idea...




In an ingenious chain of cause-and-effect that allows **Hyojung** to finally be both strong AND empathetic and **Seungyoon** to be strategic AND vulnerable:

- a hidden camera crew paid to get compelling “behind the scenes” footage captures **Yeonkyung** threatening **Hyojung**, ruining **Yeonkyung’s** squeaky clean image
- **Hyojung** stands up to BOTH of **Seungyoon’s** mothers – biological and adopted, and wins their respect and their blessing to be with **Seungyoon**.
- **Seungyoon’s** siblings’ attempt to sabotage him is revealed, leaving them scandalized...



- 
- A woman with long dark hair is looking out of a car window at night. The car's interior is visible, and the background shows blurred city lights and a red traffic light.
- ...and the resulting scandal blows back onto Yeonkyung's parents, revealing their complicity in the college admissions scandal that derailed Hyojung's future...
 - ...then further revealing that Hyojung's parents DID NOT DIE IN DEBT, and her huge inheritance was embezzled by her uncle's venture capital fund.
 - Finally, the key to the prop room is discovered, proving Yeonkyung's complicity in the fire, leading to her arrest.

A romantic scene featuring a young man and woman in a close embrace, about to kiss. The woman has long dark hair and is wearing a dark jacket. The man has curly blonde hair and is wearing a dark jacket with a striped scarf. They are standing outdoors at night, with a string of warm white lights visible on the left and a blurred background of a building and street lights.

Hyojung and **Seungyeon** finally admit their love for each other.

In a flash-forward, they are an established couple, with **Seungyeon** starring in global tentpole movies, while **Hyojung** has become a respected graphic designer, carrying on her family's artistic tradition.



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LOVE LIES

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