Press Release: Tuesday 14th March

MADE IN CHELSEA’S TOFF

Made in Chelsea’s (MIC) Georgia Toffolo best known as Toff opened by answering why she first got involved with MIC and she said it was during her gap year after looking for a job with minimal work when she got approached by the team. She used to watch it at boarding school and was always a fan of reality TV. She said that when watching it as a cast member it is exactly the same as any other reality TV. The production company keep it very real and she never knows where and when they are filming. It is a parallel to her life and the structure keeps it real. When you sign the contract you agree to be open and honest with the producers which makes it a fantastic programme as it is so real. Toff stressed that the minute it starts not being real is when reality TV does not work. When asked if they ever have to re-create scenes, she replied that they often do but if it is an emotional scene it can’t be recreated and the producers respect that.

Being a new cast member on a TV member it is hard as people make judgements straight away and you are always under public scrutiny. Everything is recorded on twitter and she realises now not to search her name as she did at first. People even tweet about her buying a sandwich in pret. However, this is a part of the huge fan base. She argues that people enjoy it because it is all real and people are intrigued by the life that they live.

The problem with MIC is that their job carries on off camera and you can never escape the world. Even when you finish filming an awkward scene, the events are real so you still have to face them after filming. She joined MIC age 19, highlighting the longevity of reality TV as she is now 22. The show has helped her grow up and mature as it gave her a job and forced her to grow up pretty quickly. Some of the best parts of filming have been travelling. She lived in LA for two months and often goes abroad. Ultimately her job is hanging out with friends. The worst thing is when people question her daily life such as taking a bus as people think she is too privileged to go on public transport.

Toff would like to use her fans to create a political profile and long term it is important to do something you love. She loves doing MIC and hopes it carries on but maybe in another chapter of her life she will find a political career. She stresses the importance of political engagement and urges younger people not to disassociate themselves with politics. She wants to bridge the gap of political engagement as young people can relate to her more than politicians. She is shocked that so many young people are not even registered to vote.

MIC has helped her politically as it has given her a fan base but she worries about her employability after the show due to some of the coverage on the show.

Toff stayed loyal to the show and refused to reveal too much about the upcoming series, other than that there are a few ‘punchy’ new girls which should make the series a great one.

--END--