



RAFFAELLA 2000 by Andree Lucini

What if.. your mother had died pursuing an unattainable dream – and fate gave you the chance to make it real... would you sacrifice everything to hold on to it?

Logline

When a struggling young woman goes viral by impersonating her late mother's idol, Raffaella Carrà, she is thrust into the seductive world of influencers—only to discover how far she is willing to go, and how much of herself she is willing to lose, to stay seen.

Short Synopsis

Thirty-year-old Marina Bregu lives a quiet, stagnant life caring for her ill father in a small Italian town, until a raw, emotional video in which she channels her late mother's idol, Raffaella Carrà, unexpectedly goes viral. Catapulted into the glamorous world of influencers, Marina becomes obsessed with the attention that fame offers, even as she uncovers painful truths about her mother and watches her closest relationships crumble. When the online spotlight begins to fade, Marina spirals into desperation, ultimately crossing a dangerous moral line to reclaim her relevance. By the time she re-emerges as a polished social-media star, her identity is so manufactured that the real Marina has all but disappeared.

Synopsis

Marina Bregu, a 30-year-old woman living in the small Italian town of Poggio Mirteto, has grown up in the shadow of a mother she barely remembers. Her parents fled Albania in the 1990s, driven by the dreamlike promise of freedom they saw on forbidden Italian TV broadcasts—especially the radiant optimism of Raffaella Carrà, Adela's idol.

Now, twenty-five years after Adela's death, Marina's life feels suspended: she cares for her embittered, ailing father and works in catering with her cousin Anisa, while her childhood bedroom remains a shrine to her mother's abandoned dreams.

Everything changes when Marina and Anisa cater a party for a famous influencer. In the middle of the event, news breaks of Raffaella Carrà's death. Overwhelmed, Marina relives the loss of her mother, while the influencer crowd races to turn the tragedy into content.



Drunk and frustrated, Marina records a raw, heartfelt video wearing her mother's wig and glittering red costume—telling the story of how Raffaella symbolized freedom for Albanian immigrants. The video goes viral overnight, propelling Marina into unexpected fame.

Suddenly adored and sought after, Marina is drawn into the world of influencers. She gains followers, sponsors, and the attention of Marko, a charming social-media manager who introduces her to exclusive events. But as Marina digs into old VHS tapes to satisfy her audience's hunger for backstory, she discovers a far more fragile, frustrated version of her mother than the icon she had idealized.

Her rising fame strains her relationships. Anisa grows resentful; Darian warns her against chasing illusions like Adela once did. Meanwhile, the social-media hype around Raffaella fades, and Marina's engagement plummets. Desperate, she abandons her job and attempts to rebrand herself, only to be publicly humiliated at an influencer event and mocked online when caught secretly filming a sponsored video in a client's luxurious villa.

Back home, her life unravels. Hate comments pile up. Her one sponsor pulls out. Followers vanish. In anger, she tears down her mother's posters—until she receives a single message from an anonymous fan asking for more of her family's old videos.

Searching through the tapes, Marina finds a recording she has never seen: Adela, alone, tearful yet defiant, confessing her shattered dreams and begging her daughter not to meet the same fate.

When Marina returns online, however, she does not choose honesty. Instead, she stages a new tragedy—drugging her frail father's sleeping drops, then filming him in the hospital to craft a manipulative narrative of hardship and redemption. Sympathy floods in. Followers return. Her reinvention is complete.

In the final scene, Marina appears on a glossy podcast hosted by the influencer who once exploited Raffaella's death. With platinum hair, polished confidence, and a perfectly curated persona, she thanks her mother for everything she has become.

Marina is no longer herself—but in the world she has chosen, that no longer matters. She has won.