

antidoteTM
original podcast By ElleL

antidote

concept note

confidential



YOUR DOSE OF OPTIMISM & RESILIENCE.

Series 1 —

In production // for release Q2 2026

Music artist and journalist Elle L hosts new podcast series **antidote**, a series of authentic and uplifting conversations, exploring the power of resilience.

The series spotlights artists, activists, entrepreneurs, athletes and cultural leaders who have found their personal antidote by facing defining obstacles — and emerged with renewed purpose and power.

Elle L

‘ELLE L IS A MUSIC ARTIST, DIRECTOR, REGENERATIVE FASHION AMBASSADOR, ADVISOR, AND ENVIRONMENTALIST WHO HARNESSSES HER TALENT AND PLATFORM WITH HER DEVOTION TO GIVING BACK. ELLE L’S PHILANTHROPIC ENDEAVOURS PERMEATE ALL OF HER ARTISTIC INITIATIVES’.

UNESCO MGIEP

‘ELLE PLAYS A PROMINENT ROLE IN UNEP’S EDUCATION ABOUT FASHION AND ITS IMPACT ON THE LOSS OF TROPICAL RAINFORESTS’.

UN ALLIANCE FOR SUSTAINABLE FASHION

‘A ROLE MODEL, LEADING BY EXAMPLE’

UN TODAY

‘VOCALS SO DELICATE THEY COULD SMASH INTO A THOUSAND PIECES IF THEY REACHED A HIGHER OCTAVE’.

WONDERLAND MAGAZINE

as featured in

BBC

CNN

VOGUE

BAZAAR

CLASH





London-born Elle L (Laura-Louise) is a 360° music artist, writer, and creative director whose work unites the worlds of art and sustainability. She began her professional journey at CNN, where she produced, directed, and wrote original content, interviewed global talent, and composed music for feature programming. She later contributed as a producer and interviewer on a double Emmy-nominated BBC/IFC documentary on Monty Python, grounding her creative work in editorial, and strategic storytelling. Her music has received international critical acclaim and radio support from BBC, Capital Xtra, and Diplo's Sirius XM, with editorial features across Apple Music's Today's Easy Hits, A-List Pop and Future Hits, Spotify's New Music Friday, VEVO, The Face, Wonderland Magazine, and The Telegraph. Her debut single was synchronised to Lacoste's global fragrance campaign 'Beautifully Unexpected', garnering over one million views worldwide, and later featuring on Netflix's Buying London.

Beyond music, Elle works as a creative strategist and director across fashion, beauty, and sustainability. She has directed campaigns for Copenhagen Fashion Week, featured in London Fashion Week campaigns, and collaborated with organisations including Vogue Business, BAFTA, Augustinus Bader, The Beauty Triangle, Six Senses, Belmond, Fairmont, Nobu, and Channel 4. Elle also represents the United Nations, serving as a Kindness Champion for UNESCO MGIEP and collaborating with UNEP as an advisor and guest speaker on sustainability initiatives. Her advocacy and philanthropy have helped raise over £1 million for grassroots conservation and social impact projects, with her work profiled in British Vogue and Harper's Bazaar. UN Today has described her as a role model "leading by example."

Elle has become an advocate for skin health and longevity, contributing a first-person editorial to Harper's Bazaar, attending the UK Parliament UV Safety Inquiry, and becoming an ambassador for SKCIN, the UK's leading skin cancer charity. In 2026, Elle will release her debut EP produced by Paul Statham (Dido, Simple Minds) and launch two original podcast series. Across music, storytelling, and creative direction, her work explores identity and interconnection — creating culturally relevant narratives with lasting impact.

Instagram - [@ellel](#) 96k





sample guests

Dame Tessy Antony de Nassau

Dame Tessy is former Princess of Luxembourg and Patron of UNA-UK
Socials - 50k

Dr Marine Vincent

Founder of The French Pharmacy and survivor of the London Terror Attacks, 2017 Socials - 21k

David Holmes

Daniel Radcliffe's stunt double in Harry Potter, BAFTA nominee for
"The Boy Who Lived" Socials - 165k

Dr Samantha Zwicker

Conservationist and Emmy Winner for WILDCAT documentary
Socials - 40k

Laura Bradetka

Actress in HBO's Game of Thrones, Founder of Stil - sleep app
Socials - 170k

Partnerships

- Presenting brand partner logo on main marketing assets
- Brand Integration in full PR and marketing campaign
- Cross pollination and mentions on supporting podcasts
- Full social media suite - content for use across brands own platforms
- Paid social media on Elle L and antidote socials each episode (96k)
- Supporting social media on guests posts
- 30-60 sec pre approved host-read ad at the beginning of every episode
- Founder appearance and story feature for partners
- 10 x weekly episodes distributed on Spotify, Apple and YouTube
- Association to purpose driven content with credible guests to build audience



Contact

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