



NAILED IT

National Premiere: May 7, 2019 @ 8/7c

America ReFramed on WORLD Channel

Streaming: 5/7 - 7/6/2019 @ bit.ly/ARF_NailedIt

A co-production of the Center for Asian American Media (CAAM)
with funding provided by the Corporation for Public Broadcasting (CPB)

SHORT DESCRIPTION

In virtually every city, state and strip mall across the U.S., women get their nails done in salons likely owned by Vietnamese entrepreneurs. How did this community come to dominate an \$8 billion dollar nail economy? *Nailed It* takes viewers from Los Angeles to the Bronx to meet the people behind this booming and sometimes controversial industry.

LONG DESCRIPTION

In every city, state and strip mall across the U.S., people get their nails done in salons likely owned by Vietnamese entrepreneurs who've come to dominate an \$8 billion dollar nail economy. It began with 20 refugee women and a chance encounter with famed Alfred Hitchcock actress and humanitarian Tippi Hedren. Part of the first wave of war refugees in 1975, the "first 20" Vietnamese manicurists sought a way to support their children and families, unknowingly sparking a cultural phenomenon.



From Los Angeles to the Bronx, *Nailed It*, introduces the people behind this booming and sometimes controversial industry. Nail salons offered the Vietnamese community a pathway to pursue the American dream and financial independence. In turn, the salons offer a space for "me-time," community and affordable luxury for people of diverse social and economic backgrounds. Along the way, the filmmaker, who is part Vietnamese, learns about her history and develops an even closer connection to that culture.

SAMPLE SOCIAL MEDIA



and Newsletter

1. 20 Vietnamese refugee women sparked the multibillion dollar industry that holds together the Vietnamese-American identity today. Watch the premiere of [@naileditdoc](#) May 7th at 8/7c [@AmericaReFramed](#) on [@WORLDChannel](#) #MyAPALife bit.ly/ARF_NailedIt
2. (On May 7) TONIGHT: Nail salons are a prolific part of American life, but the story behind the industry is a lesser known part of our history. Catch the premiere of [@naileditdoc](#) tonight on [@AmericaReFramed](#) 8/7 c [@WORLDChannel](#) bit.ly/ARF_NailedIt #MyAPALife
3. (After May 7) Dive into the unique history of American nail salons and the relationships that started it all. [@naileditdoc](#) now streaming on [@AmericaReFramed](#) on [@WORLDChannel](#) #MyAPALife bit.ly/ARF_NailedIt



1. 20 female Vietnam War refugees started their own businesses and shaped an entire industry as we know it today. Catch the premiere of #naileditdoc on [@AmericaReFramed](#) [@worldchannel](#) 5/7 at 8/7c #MyAPALife bit.ly/ARF_NailedIt
2. Post Vietnam-war refugees founded women-owned business in America. Find out what continues to drive the nail tech industry today in #naileditdoc 5/7 at 8/7c on [@AmericaReFramed](#) [@worldchannel](#) #MyAPALife bit.ly/ARF_NailedIt
3. (On May 7) TONIGHT on [@AmericaReFramed](#): A unique set of circumstance and individuals came together to form the \$8 billion nail salon industry, find out more tonight in #naileditdoc 8/7c [@worldchannel](#) #MyAPALife bit.ly/ARF_NailedIt

DIGITAL ASSETS

Images & Videos	http://bit.ly/ARF_NailedIt_tk
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For more information and/or to request a press screener, contact Robert Y. Chang at rchang@amdac.org

