



Alchimie & Luisa Diaz Bring Female Empowerment to the small screen with SexysTimelessTV.com

- Female Empowerment champion Luisa Diaz extends 'Sexy Is Timeless' brand messages from book to SVoD
- Alchimie enables Diaz to offer blend of own-brand exclusive, original content and high-quality documentaries to subscribers

June 07, 2022. Paris: Alchimie, the OTT (over the top) subscription video on demand (SVoD) platform today announces SexysTimelessTV.com a new SVoD channel for US viewers co-published with TV producer, talk-show host, author, actress and Latin American female-empowerment champion **Luisa Diaz**. SexysTimelessTV.com complements Diaz's successful book of the same name, extending its message of female celebration, affirmation and empowerment to SVoD channel subscribers, via a blended playlist of her own productions and third-party premium documentary content from all over the world.

SexysTimelessTV.com mirrors the topics contained in the book alongside reflections of Diaz's personal struggles via Diaz's eight theme-led playlists of TV programmes and documentaries, such as *kindness, curiosity, self-respect, self-confidence, knowledge, nurture and listening*. Every month over seventy hours of documentaries, handpicked by Diaz to complement and support her positive playlist themes, will be available to subscribers alongside Diaz's own productions for \$4.99.

Diaz will also produce original, exclusive content including links and full-length programming, to offer her wise, often humorous, counsel. Her own productions and content will accompany her selection of acclaimed international documentaries chosen from Alchimie's 55,000-hour editorial catalogue of premium programming

"I wrote Sexy is Timeless to celebrate and support women, particularly women and girls of all ages and backgrounds including my Latino community. As a producer and presenter, SexysTimelessTV.com gives me a channel to amplify valuable messages and offer viewers must-see, uplifting, inspirational documentaries with a female voice." said Luisa Diaz. "Alchimie's technology makes it simple to create and manage my channel, it provides the fuel with its incredible library of powerful, authentic documentaries and, it gives me a platform for my own shows and for these brilliant documentary producers telling important stories."

“Luisa Diaz is passionate about empowering and affirming women, and her new channel champions the same positive themes and gives her voice a platform. Sexy Is TimelessTV.com allows Diaz to directly connect with her audience through her own productions, and inspire them with premium high-quality documentary content to support her narrative and her playlist themes. ”, said Pauline Grimaldi, CEO of Alchimie.

SexylsTimelessTV.com launch playlists include; Laura Siegel’s acclaimed documentary *Traceable* looking at the impact of the fast-fashion industry on the planet, economy and society; the incredible *The Millennial Lesson*, about the journey of 95 year old Marie Regan, who left Istanbul as an Armenian child refugee and, via Paris, became the Queen Elizabeth II’s milliner; alongside documentaries celebrating female trail-blazers who have broken societal and cultural stereotypes, and interviews with from 15 women from 15 different countries voicing their own opinions on universal topics such as love, religion and pride.

About Alchimie

Alchimie is a SaaS company that brings together solutions and expert teams to guide customers to think, build, program, produce, distribute their customized video streaming platform and channel (avod / svod / fast) on every device. Alchimie provides the technology and supporting services to brands and talent to launch and manage their own channel, offering high potential brands and talent the ability to publish their own original content alongside their selection of premium programs from Alchimie’s 55,000 hour content catalogue. Alchimie’s 300+ content partners are premium producers and rights owners from all over the world, including Arte, ZDF, Lukarn, and ZED. Alchimie distributes themed channels to over 300,000 subscribers offering talent and brands the opportunity to further engage and entertain their audiences. For more information : www.alchimie-finance.com / www.alchimie.com

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About Luisa Diaz

Luisa Diaz is the former Ms. Venezuela International, she immigrated to the United States and taught herself English. At the same time, she graduated with a bachelor’s degree in business administration and marketing from the University of Tennessee at Chattanooga. Diaz went on to produce *Luisa Su Voz Latina*, the longest-running Spanish-language program on a major network. She has hosted talk shows, appeared in Oscar-winning movies, and dedicated her life to inspiring and empowering women.

Diaz founded the *Luisa Su Voz Latina* Foundation to help struggling families, especially through the holiday seasons. She directed the Miss North Carolina Latina pageant and served as the pageant coach for all the contestants. She also founded *Mi Amor Gala*, which is a “Celebration of Kindness” and she produces biannually to raise awareness for domestic violence and other social issues. Now, she debuts as the author of *Sexy Is Timeless: Ten Timeless Sexy Assets That Lie within You* to remind women to never forget how beautiful and worthy they are and to share her inspiring insights.