

RAW

THE ONLY WAY IS THROUGH



A grieving woman battles demons in Women's Hell to regain her life on Earth.





Plotline

JJ is a restless 32-year old interior designer living in London. She has a dream job, a wise Buddhist cat Sammi, and mummy issues.

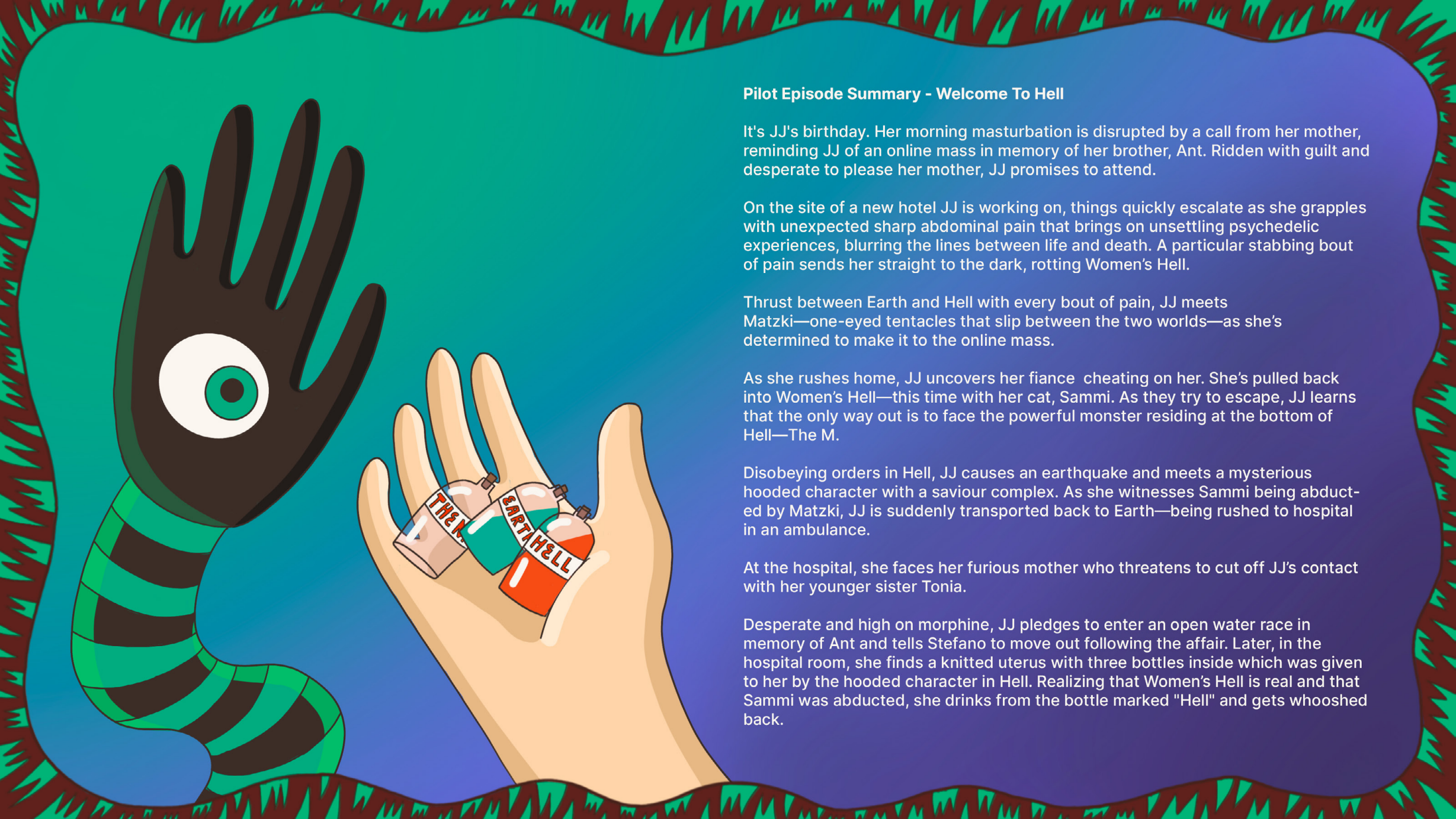
Because back home things are not so good – the guilt of a family tragedy haunts her to this day, pushing her into a futile quest to win her mother's love and approval.

As hard as she tries, everything falls apart when on the anniversary of her brother's death, severe period pain sends her to Women's Hell.

To escape Hell, JJ has to face a powerful monster - The M. The only way to get to her, is to traverse nine circles of hell.

Without actually dying.

HELL →



Pilot Episode Summary - Welcome To Hell

It's JJ's birthday. Her morning masturbation is disrupted by a call from her mother, reminding JJ of an online mass in memory of her brother, Ant. Ridden with guilt and desperate to please her mother, JJ promises to attend.

On the site of a new hotel JJ is working on, things quickly escalate as she grapples with unexpected sharp abdominal pain that brings on unsettling psychedelic experiences, blurring the lines between life and death. A particular stabbing bout of pain sends her straight to the dark, rotting Women's Hell.

Thrust between Earth and Hell with every bout of pain, JJ meets Matzki—one-eyed tentacles that slip between the two worlds—as she's determined to make it to the online mass.

As she rushes home, JJ uncovers her fiancé cheating on her. She's pulled back into Women's Hell—this time with her cat, Sammi. As they try to escape, JJ learns that the only way out is to face the powerful monster residing at the bottom of Hell—The M.

Disobeying orders in Hell, JJ causes an earthquake and meets a mysterious hooded character with a saviour complex. As she witnesses Sammi being abducted by Matzki, JJ is suddenly transported back to Earth—being rushed to hospital in an ambulance.

At the hospital, she faces her furious mother who threatens to cut off JJ's contact with her younger sister Tonia.

Desperate and high on morphine, JJ pledges to enter an open water race in memory of Ant and tells Stefano to move out following the affair. Later, in the hospital room, she finds a knitted uterus with three bottles inside which was given to her by the hooded character in Hell. Realizing that Women's Hell is real and that Sammi was abducted, she drinks from the bottle marked "Hell" and gets whooshed back.

Episode 2 – I Didn't Mean to Hurt You

JJ goes back to hell to save Sammi, traversing the Poisonous Period Puffers, where she notices her teen sister, Tonia. She commits to facing The M to get out of Hell permanently. On Earth, JJ is assaulted by her swimming instructor and as Stefano begs for forgiveness, they make a deal for him to teach her to swim.

Episode 3 - Whirlpool

JJ's swimming attempts bring memories of Ant's death. JJ's mother says she won't attend the race. At work, Max places demands on JJ. In Hell JJ finds her friend Skye in the Childbirth Caverns but is too self-absorbed to engage. JJ desperately seeks comfort and has sex with Stefano.

Episode 4 – Sink or Swim

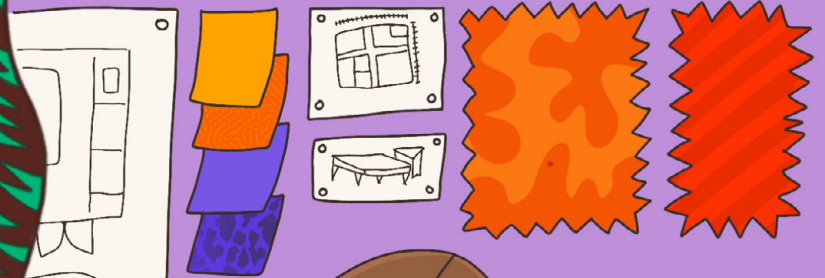
JJ shows Stefano Hell. They land in The Eating Disorder Forests where Stefano has a panic attack. At work, JJ goes to the pool where she meets Max. The two bond and JJ floats for the first time. Later, she finds out Skye tried to commit suicide.

Episode 5 – The Crossing

JJ can't find Skye anywhere. She finds out from Matzki that some women are at the bottom of Hell with The M. JJ recommits to crossing the Cancer Lakes. With Max, she enters an open water reservoir in East London. Both her and Max are sick afterwards.

Episode 6 – Hurt People

JJ is sick at work. Max pulls her aside and the two realise JJ might be pregnant. Max reveals she's pregnant too. They share a bittersweet embrace. At a loss, JJ goes to Hell to find the hooded character and fill her bottle marked 'The M'. By mistake, she lands in the Domestic Violence Desert, and shocked, sees Max there.



Meet JJ. She loves her life in London, works on the dreamiest interior design projects and adores her cat Sammi.

But she's far from content. As hard as she tries, she never feels good enough for her mother, who blames her for her brother's death and a ton of other things.

Trying to hold it together, she's raging inside, unable to relax and let go.

LOVES: Validation. Sammi. Interior design.

HATES: Not being able to climax. Water. Brutalism.



Sammi. JJ's cat.

Sammi is a wise Siamese cat. He experienced a moment of enlightenment during his castration. Since then, he meditates daily and is dedicated to two things – JJ's wellbeing and Buddhism.

His main suffering is caused by the fact that he can't override his feline nature. He impulsively hunts, chases, and claws – but never kills.



LOVES: Peace. Meditation. Belly rubs.

HATES: His feline nature. The fact that JJ doesn't understand him.





Basia, JJ's mother. She's been through a lot.

Giving birth to her second daughter 24 hours after her son's death has messed her up big time. She has no idea what to do with her feelings, so she feeds on them like it's an all-you-can-eat buffet, unable to stop.

Swimming is her only solace – she's a big fan of a speedy front crawl and screaming under water.

LOVES: Her kids. Swimming.
Dwelling on the past.

HATES: Herself.





Stefano. JJ's Italian fiancé.

Directionless for most of his life, he's working on what it means to be a man, starting with a god-like body and a career in marketing.

A strong believer in the past not defining his present, he's so focused on his personal growth, that he doesn't notice he can be a self-centred dick.

LOVES: Personal growth. Chocolate. Swimming.

HATES: Martyrdom. Dwelling on the past.





Max. JJ's... who knows.

Max is the new architect on a hotel JJ is working on. Confident, deadpan, she's trying to become a mother - if only it was as easy as it is for heteronormies.

Work is her respite, because things at home... they hurt. But you wouldn't tell, thanks to her professionalism and cutting sense of humour.

LOVES: Her pet snakes. BDSM

HATES: Brutalism. Octopuses.





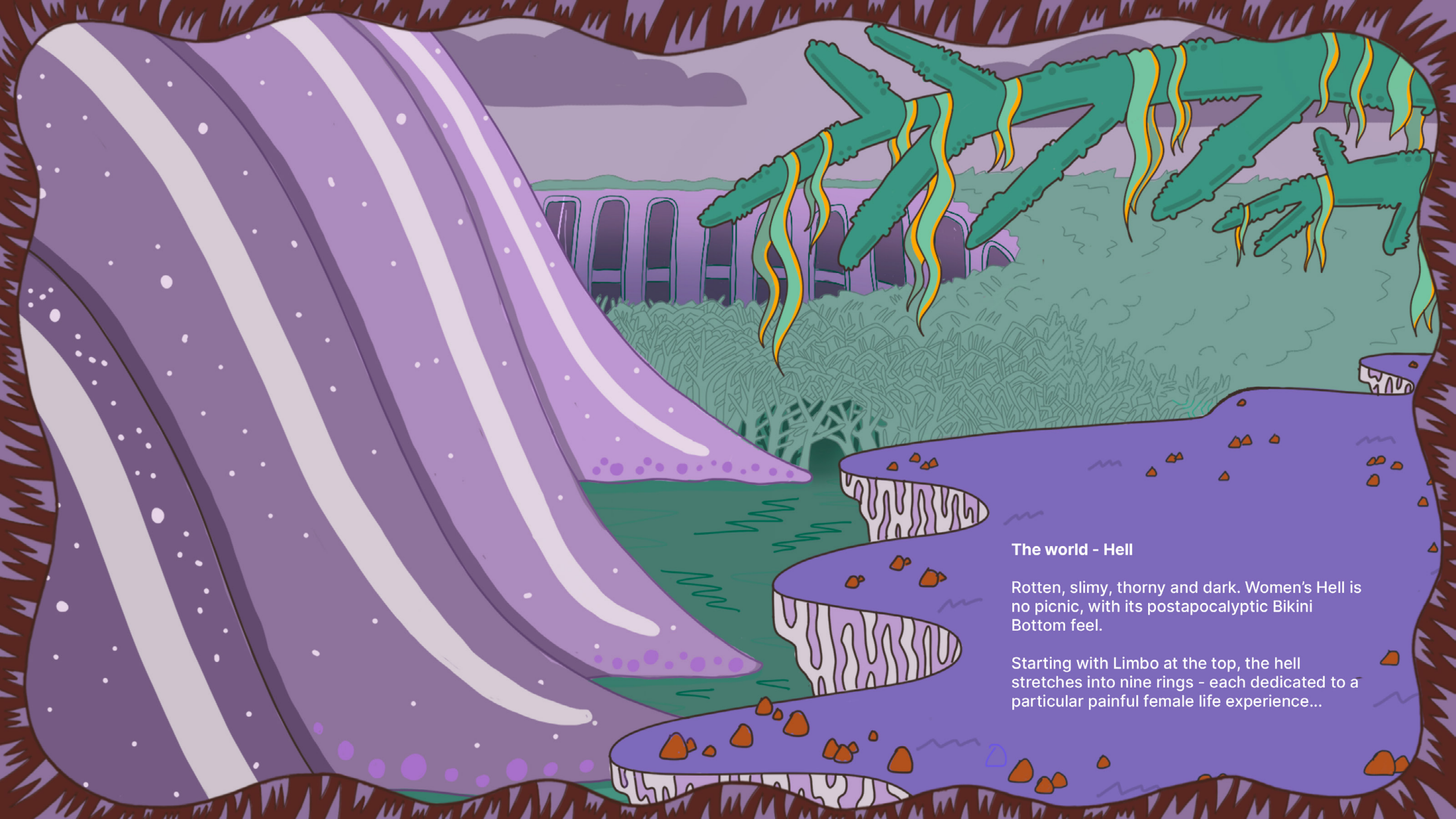
The world - London.

JJ's London is a feast for the eyes - from Croydon's Victorian Terraces, to central London's boutique districts.

With a keen sense of design, together with JJ, we explore London's hidden treasures, from midcentury furniture stores to local, family-run cafés.

And the interiors are seriously to die for too - whether they're done on a budget in JJ's flat, or are lavish like the Marylebone hotel JJ is working on.





The world - Hell

Rotten, slimy, thorny and dark. Women's Hell is no picnic, with its postapocalyptic Bikini Bottom feel.

Starting with Limbo at the top, the hell stretches into nine rings - each dedicated to a particular painful female life experience...



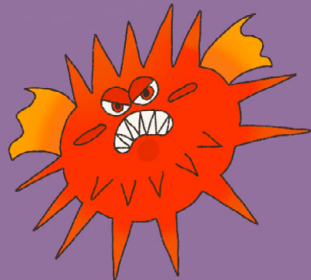
Menopause Brain Corals



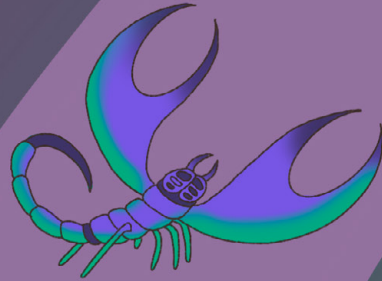
Childbirth Caverns



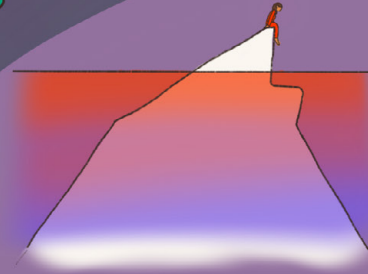
The Eating Disorder Forests



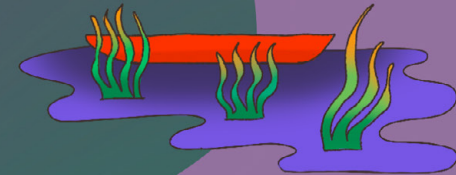
Poisonous Period Puffers



Domestic Violence Desert



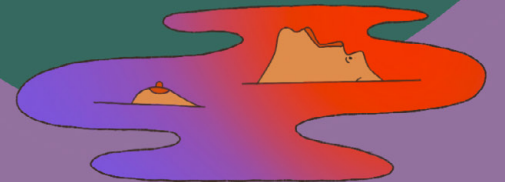
Infertility Glaciers



Miscarriage Marshes



Sexual Violence Cove



Cancer Lakes



RAW is a sharp, fantastical, taboo-breaking animated TV comedy.

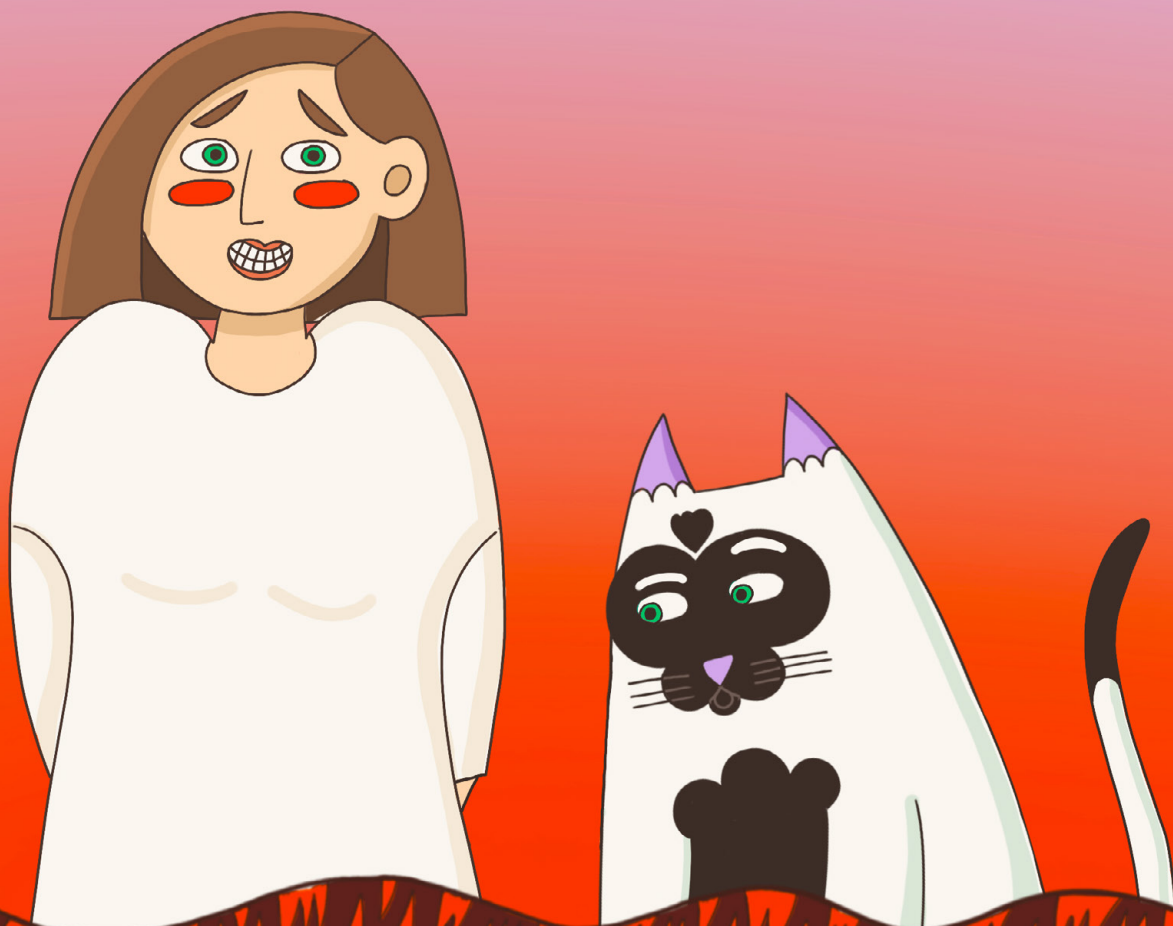
It unashamedly portrays the raw realities of women's lives, with a target audience of 25-45 year old women.

It comes at a time when women are tired of the dismissive, clean, 'good vibes only' approach to empowerment, and are craving to be seen and heard in the most honest, visceral way.

The origin of the series comes from the author's own struggle with endometriosis (and her mother).

Every single woman on this planet has been to Women's Hell.

We just don't talk about it.



About the creator

Justyna Green is an award-winning British-Polish illustrator and writer living in the UK. She is known for humorous and touching work that portrays the raw realities of women's lives.

Green is the winner of the 2021 World Illustration Awards for her digital comic Living With Endometriosis commissioned by WeTransfer.

She is the 2023 recipient of the Arts Council's sought-after grant, which funded the script, character and world development of RAW.

The First Period Kit Green designed for Modibodi in 2024, sold out within 2.5 weeks since its launch across the UK, Europe and Australia.

Green has written and illustrated multiple articles about women's mental and physical health.

Before becoming an illustrator and writer, Green spent a decade in design communications, resulting in a vast PR and marketing expertise that supports all her creative endeavours.

THANK YOU

