



THE SHOW

10 WAGS divided into two teams must compete to run the most successful boutique in the heart of fashionable Soho. Watch the 10 shopaholics battle it out on the other side of the till.

WAGS BOUTIQUE



**THE MOST BRUTAL GAME OF 5-A-SIDE
YOU'LL EVER SEE. TUESDAYS 9PM**

For a reminder text WAGS to 60505. itv.com/wags

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LAUNCH DAY



THE WAG BAGS

Also in the series: *'Carpe Dior'* & *'My boyfriend's credit card is my co-pilot'*.



FLYERS

Fake tan sachets handed out in the streets around Soho.





CHIHUAHUA URINALS

Placed in various locations around Soho.