

BULLY LIFESTYLE PREMIERES 'BULLY LIFESTYLE: HUSTLE AND BLOODLINE,' A SIX-EPISODE DOCUSERIES INTO THE BULLDOG WORLD

A hybrid documentary and reality series from filmmaker Demetrius A. Matthews explores bulldog breeds and the voices shaping a misunderstood culture

MIAMI, FL, UNITED STATES, September 11, 2026 /EINPresswire.com/ -- [Bully Lifestyle TV](#), the multimedia lifestyle and entertainment platform created by filmmaker, author, photographer and entrepreneur Demetrius A. Matthews, announced the release of "Bully Lifestyle: Hustle and Bloodline," a six-episode hybrid documentary and reality series taking audiences deep inside a dog culture most people have seen from the outside but few truly understand.

The film is not simply about breeding dogs, nor does it center exclusively on the American Bully. It explores a broader world encompassing French Bulldogs, English Bulldogs, American Bulldogs, American Bullies and the larger family of bully breeds, with Matthews as guide and participant on a journey through the passions, science, health, money and culture surrounding these dogs.

"I wanted to go deeper than what people see on social media," Matthews said. "I wanted to hear from breeders, veterinarians and enthusiasts, but also from people who believe we should focus on shelters, rescues and adoption. I wanted to open the door and let people see the world for themselves."

GOING BEHIND THE IMAGE

At the heart of the series is a simple question: Why are people so passionate about these dogs?



"Bully Lifestyle: Hustle and Bloodline" by Demetrius A. Matthews

Matthews speaks with veterinarians about health and longevity, and the tension between physical appearance and quality of life, while also venturing into controversial territory, including canine genetics and cloning.

Some of the most revealing moments, though, have little to do with pedigree or price. They are about human connection, as cameras encounter families whose dogs are inseparable members of the household, alongside critics who question whether some dogs should be bred at all.

A CONVERSATION, NOT AN ARGUMENT

Breeding is part of the story, but not the entire story. The series gives breeders space to explain their bloodlines, while also making room for advocates who believe society should focus more on shelters, rescues and adoption. It doesn't attempt to resolve that debate, serving as neither an advertisement for breeding nor an indictment of it, but an invitation to look closer.

A DOG DOCUMENTARY WITH A MIAMI PULSE

Matthews wanted the film to visually challenge expectations of a dog documentary. The series unfolds against the energy, architecture and movement of Miami and South Florida, weaving dogs into his creative life: photography, art, fashion and filmmaking. The result is a hybrid, carrying the personality of reality television with the substance of documentary filmmaking, deepened by an archive built over 15 years.

MORE THAN ONE BREED. MORE THAN ONE PERSPECTIVE.

The title *Bully Lifestyle* intentionally represents something broader than a single breed. For Matthews, the lifestyle isn't defined by whether someone breeds dogs; it can be the family whose bulldog is part of the household, the veterinarian improving longevity, the responsible breeder, the lifelong enthusiast, or the shelter advocate who disagrees with breeding altogether. That philosophy also extends into Matthews' coffee-table book, "[Bully Lifestyle: A Maximalist Expression](#)."

DEMETRIUS A. MATTHEWS: PERSONAL STORYTELLING FROM INSIDE THE CULTURE

Matthews is an entrepreneur, filmmaker, producer, photographer and published author whose work often explores identity, resilience and human connection. He enters the film as a dog owner and enthusiast, not an all-knowing authority, letting audiences discover the culture alongside him. He is also the author of five books, including his memoir, "[Code Switch: The Diary of Demetrius A. Matthews](#)."

SIX EPISODES. ONE DEEP DIVE.

Across six episodes — "The Beginning," "The Hustle," "Bloodlines," "Family Ties," "In the Spotlight" and "The Movement" — Matthews takes audiences through the history, passion, business, science and controversy surrounding bully and bulldog breeds, and the people who explain why these animals matter so much to their lives.

All six episodes of "Bully Lifestyle: Hustle and Bloodline" are streaming now for \$24.99 exclusively

at BullyLifestyle.tv. Media representatives may request access to a private series screener.

ABOUT BULLY LIFESTYLE

Bully Lifestyle TV is a multimedia lifestyle, entertainment and cultural platform created by Demetrius A. Matthews exploring the world surrounding bully and bulldog breeds through film, television, photography, books, art and fashion. Its flagship series brings together owners, enthusiasts, veterinarians, breeders and shelter advocates shaping modern bulldog culture. Bully Lifestyle is built around a simple idea: It's more than a dog. It's a lifestyle. For more information and to stream "Bully Lifestyle: Hustle and Bloodline," visit BullyLifestyle.tv.

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