



The international launch of ASVOFF 9 held in Sofia at
Nu Boyana Film Studios June 9-11.

FOR IMMEDIATE RELEASE

ASVOFF9TH EDITION Awarded Films:

GRAND PRIZE ASVOFF/NU BOYANA FILM STUDIOS Snowbird by Sean Baker for Kenzo - prize is 50,000 EUROS of services at Nu Boyana Film Studios plus 5,000 Euros of cash to be spent at Nu Boyana Film Studios for expenses.

<https://www.youtube.com/watch?v=LvWiLijGkCI&feature=youtu.be>

BEST ARTISTIC DIRECTION - Gosh by Romain Gavras

BEST EDITING - In and Out of Control by Emir Eralp

BEST ACTOR/ACTRESS - How to Get Rid of a Ghost by Emir Eralp Emmanuelle Seigner

BEST STYLING - Gidi Gidi Bu Ugwu Eze "Unity is Strength" by Akinola Davies Jr Stylist Ibrahim Kamara

BEST SOUND DESIGN - The Parallel Pyramid Platform by Dennis Vanderbroeck Marc Mâhfoud

BEST BEAUTY - He Was by Fred Lebain and Gregoire Pedron Beauty Greshka

BEST ADVERTISING - Gucci Dreamscape by Petra Collins

BEST EMERGING TALENT Winter Eclipse by Pablo Masters

BEST CINEMATOGRAPHY - Tales of the Wild 2 GAUCHO by Arthur de Kersauson and Clement Beauvais

JURY PRIZE - Christeene by Matt Lambert

SPECIAL PRIZE WEARABLE TECHNOLOGY FASHION FILM - Lucy McRae The Institute of Isolation

BEST STUDENT PRIZE - Lui/Lei by Luzie Loose studies at Filmakademie Baden-Württemberg



ASVOFF 9TH EDITION & JURY

PARIS, June 12TH 2017

In a mesmerizing cinematic experience incorporating over a hundred films from around the globe, Diane Pernet celebrated the ninth anniversary of her festival A Shaded View on Fashion Film (ASVOFF) over the weekend of June 9 – 11th. An eclectic programme kept audiences spellbound with new and vintage film screenings, presentations by industry experts, master classes and a good dose of humour considering that for the first time a fashion film festival was held at the Hollywood of the Balkans, Nu Boyana Film Studios. ASVOFF'S Grand was awarded by Nu Boyana Film Studios and went to Sean Baker for his film Snowbird for Kenzo. The winning film was made on an iPhone 6. A list of the winning films can be found at the end of this press release.

THIS YEAR'S JURY PRESIDENT IS ERIC DAMAN An Emmy® Award Winning Costume designer, celebrity stylist, fashion designer, author, who is emerging as a popular event host and television personality.

Other jury members include:

WARIS AHLUWALI - Actor and Designer House of Waris

SERGE CARREIRA - Retail Merchandising Director Miu Miu Worldwide Prada

ISABEL COIXET - Director and Writer

IVAYLO GRANCHAROV - Head of Education at Nu Boyana Film Studios

MARC HAPPEL - Costume Director NYC Ballet

CUBA TORNADO SCOTT – artist and model

YOANN LEMOINE - Director, Singer, Woodkid

ALEX MURRAY LESLIE - Curator Wearable Technology Fashion Film Competition

KLAUS STOCKHAUSEN - Zeit Magazine Fashion Editor, Stylist

WILSON J. TANG - Studio Art Director at Kabam, special effects creator for Starwars3

ROBB YOUNG - Global Markets Editor at BoF.

Special Guests include

French artist ORLAN

Director, set and costume designer TIM YIP

Our youngest addition, the extremely talented artist and 18 year old model

CUBA TORNADO SCOTT who grew up surrounded by cinema alongside her grandfather the celebrated film director Ridley Scott.



ABOUT ASVOFF

Since its launch in 2008, ASVOFF (www.asvoff.com) has gained critical acclaim for encouraging both emerging and established artists to reconsider the way that fashion is presented and for challenging the conventional parameters of film. ASVOFF tours the globe with screenings at prestigious institutions and events like the Centre Pompidou, the Guggenheim, the Barbican, Art Basel Miami, CaixaForum Barcelona, the Franz Mayer Museum and the Cannes Film Festival in a host of creative capitals such as New York, London, Tokyo, Milan, Moscow, Mexico City. ASVOFF is not only a competition of short fashion, style and beauty films but also a travelling international event showcasing feature films, documentaries, conferences, performances and installations – making it a must-see on both the fashion calendar and the film circuit for its genre-bending and groundbreaking programme.

“There is nothing like ASVOFF. The diversity and quality of ASVOFF’s program, its jury and guests make it so that there’s no equivalent. With a festival like ASVOFF shaping it, the future of fashion film is very bright.” Said **Daman**. In a quest to explore the themes of fashion, style and beauty through the medium of the moving image, ASVOFF founder Diane Pernet is often credited with pioneering and nurturing the fashion film genre, pushing its boundaries forward, matchmaking creative collaborators and presenting commercial opportunities for talent across both industries. This year was no different, with several young and seasoned directors recognising Pernet’s role and ASVOFF’s encouragement.

ABOUT THE FASHION FILM GENRE

In just a few years the digital revolution has completely transformed the production of fashion images. No longer does fashion photography hold the monopoly, cinema is the new format for brand storytelling. A reciprocity and fascination has always existed between fashion and film but now fashion films have acquired their own status. New technology allows wide and less costly distribution of fashion film, enhancing its credibility. This phenomenon has not gone unnoticed by fashion brands of all sizes, who are commissioning more and more films from photographers, directors and emerging young talents. Most international brands have their own Vimeo and YouTube channels now and it is through these social channels that fashion film can be seen, shared and commented on by millions all over the world.

Although fashion films were originally simple ad spots, they have now adapted themselves as new communication tools. Sometimes, the most effective messages are neither direct nor aggressive. What they do is generate engagement and loyalty vis-à-vis the connected communities. Fashion films are not just about clothes and make-up or aesthetics. They lend themselves to all kinds of cinematic categories: from new interpretations of classic cinematic formats like the action-adventure, sci-fi thriller, black comedy, erotic fantasy, animation, horror flick, political satire, romantic blooper, docudramas to an infinite number of fascinating hybrid formats as well. With the proliferation of these short fashion films, a new cinematographic form has gradually taken the lead from fashion photography to becoming an essential expression of a brand’s universe. (Abridged text by Serge Carreira, maître de conférences at Sciences Po Paris)



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ABOUT DIANE PERNET

Diane Pernet is a world-renowned fashion critic and video journalist based in Paris. Previously a photographer and fashion designer, she now acts as documentary filmmaker, talent scout and fashion blogger. Pernet was one of the earliest fashion journalists to embrace the power of the internet, first through a column in online editions of Elle and Vogue and later through her own site, A SHADED VIEW ON FASHION (www.asvof.com) which since its inception in 2005 has become a 'must-read' in fashion and creative industry circles. Pernet was recognised in 2008 for being a pioneer in digital media when she was chosen as one of three influential global bloggers to take part in a panel celebrating a seminal fashion exhibition at New York's Metropolitan Museum of Art. As one of the most recognisable faces in fashion, she has also been captured on the other side of the movie camera through cameo appearances in Robert Altman's film, 'Prêt-à-Porter' and in Roman Polanski's 'The Ninth Gate'. While contributing to some of the most highly-acclaimed fashion magazines and pioneering online media, Pernet launched ASVOFF in 2008. As the founder of the world's first film festival dedicated to fashion, style and beauty, she is widely considered to have incubated the 'fashion film' from its infancy to the popular genre that it is becoming today. Pernet is not only credited with providing the first platform of its kind for the 'fashion film' genre to evolve and flourish, but also with helping 'fashion film' to revolutionize aspects of the fashion industry, breathe life into static photography, offer a new outlet to filmmakers – and to trigger several important commercial, business and digital media opportunities across the fashion and movie industries.

MORE ON [www.ASVOFF.COM](http://www.asvof.com)

ASVOFF9

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