



***Announcing the 10th Anniversary Edition of the Festival  
"A Shaded View on Fashion Film"***

September 10, 2018 — Leading figures from the fashion and film industries will take centre stage next month at the star-studded tenth edition of A SHADED VIEW ON FASHION FILM (ASVOFF). The world's first film festival dedicated to fashion, style and beauty, ASVOFF continues to break new ground and reward excellence in fashion film.

The landmark six-day, two-city event will see actors, designers, filmmakers, musicians, entertainers, photographers and celebrities gather in Paris before moving on to Rome the following week. ASVOFF 10 Paris bows at the Club de l'Etoile on October 12, 13 and 14. President of this year's jury is the actress Rosy de Palma and President of Honour is fashion designer Jean Paul Gaultier. The celebration will continue at the Palazzo Altemps where ASVOFF 10 Rome, sponsored by BVLGARI takes place as part of Videocitta, on October 20, 21 and 22. There is a special competition 'My Personal Love Affair with Rome' that will receive the BVLGARI prize. Deadline for submissions is October 10<sup>th</sup> [www.asvoff.com](http://www.asvoff.com).

Expect young upstarts and cinema legends with a penchant for the avant-garde alongside Academy Award-winning directors like Steve McQueen ("12 Years a Slave"), the animator Vladimir Todorov who has worked on everything from Harry Potter to Beowulf, and renowned directors including Fabien Baron, Wing Shya, Tim Yip, Autumn de Wilde and Michel Haddi. One of the three films by John Malkovich at ASVOFF 10 captures the strange story of a Japanese boy so obsessed by tsunamis that he makes himself a pair of inflatable rubber underpants in case disaster strikes. A fake documentary covers the life of Andy Warhol's muse International Velvet alongside films that riff off the style of illegal motorbike racers in the Caribbean and a brutally honest portrait of queer celebrity performers Casey Spooner and Violet Chachki.

In the Paris edition of ASVOFF 10, jury members will include the director, screenwriter and producer Roger Avary, who worked on Reservoir Dogs and Pulp Fiction. Joining Avary, Rosy de Palma and Jean Paul Gaultier will be Pamela Golbin, chief curator of the Musée de la Mode et du Textile at the Louvre, the film producer and CEO of Première Heure Patrice Haddad, costume designer Eric Daman, fashion designer Rick Owens and his business partner Michèle Lamy, the artist ORLAN, Stephan Rabimov, Director of Fashion Journalism at Academy of Art University and French film critic Elisabeth Quin. As part of the tenth anniversary celebrations, most of this year's jury members are former presidents of the jury from past editions of ASVOFF.

In the Rome edition of ASVOFF 10, among other jury members will be Cuba Tornado Scott, an equestrian-illustrator-model and the granddaughter of bona fide sci-fi cinema royalty Ridley Scott, Pam Hogg and Rila Fukushima whose film credits include The Wolverine, Ghost in the Shell 2017, Game of Thrones, The Long Goodbye and Million Yen Women.

Diane Pernet, says: "I've devoted the past 10 years of my life to fashion film. But I'm no less excited about it today than I was back when I first sat down at Cinespace on the Hollywood Boulevard in LA to see the curtains lifted for ASVOFF's precursor event. Once I brought the festival to Paris, the fashion film genre evolved and ASVOFF evolved with it. We became part incubator and part accelerator for the genre – and a hub for all the creatives from the fashion, film, art and music industries who weren't afraid of collaborating, converging and sometimes colliding to make something powerful, exciting and new."

On the significance of the anniversary, Pernet explains: "I prefer looking forward than looking back but we should take stock now that ASVOFF has been around for a decade. So many inspirational directors, incredible designers and brave brands have been part of ASVOFF over the years. I feel especially fortunate

that some of the mega directors of our era – living legends like William Klein, Mike Figgis, Alejandro Jodorowsky and Jerry Schatzberg – have given master classes at ASVOFF passing on their knowledge to the next generation of filmmakers.”

Pernet concludes: “The festival is definitely about both nurturing and leading the fashion film movement but ultimately ASVOFF is about rewarding excellence in this increasingly important industry within an industry. Bestowing prizes on the most moving performances, the most beguiling sound and the most captivating fashion and visuals, that’s how we can keep fashion film moving forward for the next 10 years – by celebrating the best of the best and encouraging talent with great potential. Some people say fashion film has finally blossomed now. I say watch out, because we’ve only just planted the seed.”