



ASVOFF 12 WRAP-UP - THE 12TH EDITION OF FASHION ICON DIANE PERNET'S "A SHADED VIEW ON FASHION FILM FESTIVAL LAUNCHED OCT 6-9 ON FNL NETWORK. THE FESTIVAL INCLUDES A FEATURE FILM, A COMPETITION OF FASHION FILMS, STUDENT FILMS, DOCUMENTARIES, OUT OF COMPETITION FILMS, OUR FIRST COLLABORATION WITH ARTSTHREAD AND A SERIES OF 'INDUSTRY TEA' TALKS INCLUDING A CONVERSATION ON SCREENWRITING WITH OSCAR WINNER ROGER AVARY WHO CO-WROTE PULP FICTION WITH QUENTIN TARANTINO, A VISIT WITH GOSSIP GIRL COSTUME DESIGNER ERIC DAMAN, A TALK WITH ACADEMY AWARD WINNER TIM YIP, A CONVERSATION WITH DOCUMENTARY FILM MAKER GIANLUCA MATARRESE, FILM DIRECTOR ISHTAR YASIN, ACTRESS MARIA DE MEDEIROS, ACTRESS, MODEL, MUSE VIOLETA SANCHEZ, TATTOO ARTIST MAXIME PLESCIA-BUCHI, AND ENDED WITH A CONCERT BY BRUISES ALL STAY ONLINE ON THE A SHADED VIEW ON FASHION FILM CHANNEL ON FNL NETWORK

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Paris: October 12, 2020 - A Shaded View On Fashion Film, the world's first fashion film festival dedicated to fashion, style and beauty celebrated its twelfth edition on its newly branded A Shaded View on Fashion Film Channel on the FNL Network. The four day festival went online October 6-9 and remains online until ASVOFF 13 in October 2021. The unprecedented partnership between ASVOFF and the FNL Network introduces an exciting new element to the 12th edition of ASVOFF.

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The four-day line-up counted 36 films in competition, 11 documentaries, 2 out of competition films, 6 student films, 15 films in a collaboration with Artstread, the leading digital platform for emerging artists and designers representing 300,000 students in more than 100 countries from over 850 design schools, , along and 68 Lockdown Home Movies about life in quarantine around the globe.

The opening day of ASVOFF 12 was the Paris premiere of the film *Dos Fridas* by Ishtar Yasin featuring Maria de Medeiros as the nurse of Frida Kahlo, preceded by interviews with both the director Ishtar Yasin and the actress Maria de Medeiros. The final day of ASVOFF 12 introduced the "Industry Tea" Talk Series. Roger Avary, President of ASVOFF 12 directorial debut was *Killing Zoe* in 1994. He has drawn both universal acclaim (his Oscar-winning collaboration with Quentin Tarantino on *Pulp Fiction*) and ire (his latest effort, *Lucky Day*). No matter what emotion he arouses in his audience, indifference is never it. Eric Daman, the Costume Designer of *Gossip Girl* welcomed us to his home and discussed life as a stylist working on films and the *Gossip Girl* tv series. He had such a strong impact on fashion that his past collaborator on *Sex and the City*, Patricia Fields, references him in the current *Emily in Paris* series that is number one in France on Netflix. Maxime Plescia-Buchi gave insight into brand building . The world renowned tattoo artist has inked the likes of Kanye West and FKA Twigs. Violeta Sanchez is an actress, model and muse. Her entry into the world of fashion was when she was discovered by Helmut Newton and Yves Saint Laurent at the opening of a play she was featured in in Paris. Tim Yip is interviewed by performance artist Daniel Lismore on his upcoming film *Love Infinity*. Yip was the first Chinese to receive an Academy Award for art direction and costumes for *Crouching Tiger, Hidden Dragon*.





Director Gianluca Matarrese talks about the art of the documentary. Director Ishtar Yasin and Maria de Medeiros discuss the art of Directing and Acting. All the conversations and short films will stay online on the A Shaded View on Fashion Film Channel on FNL Network <https://linktr.ee/fnlnetwork> until October 2021.

Along with established names it is the discovery of a new generation of filmmakers, not yet on everyone's lips but just about to be, that should perhaps be seen as ASVOFF's greatest contribution to the industry, this year as much as the years that came before.

AWARDS

GRAND PRIX Everything is Fake Until It's Real by Colm Dillane for KidSuper, USA

"Recalling Todd Haynes' budgetary solution to making his Karen Carpenter story "Superstar", Everything Is Fake is all that and more. Why not have the greatest fashion show of all time during a global pandemic?" Roger Avary, ASVOFF 12 President

BEST ART DIRECTION Hymn to nonsense by Alice Fassi, Italy

"Art Direction is sometimes about being a chameleon and adapting to your background, like I do when I go to an ASVOFF award ceremony. A transportive and stylish experience, it was beautiful." Roger Avary, ASVOFF 12 President

BEST ACTING Alex by Luca Spreafico Actress Silvia Bonavigo for Federica Bonifaci: Kappe, Italy



"A very well acted movie that hypnotized jury members, leaving one jury member agog and unable to pronounce anything else but, "actress with red hair". Roger Avary, ASVOFF 12 President

BEST CINEMATOGRAPHY Comfort Zone by Jordan Blady for Levau, Georgia

"Georgian drag turns out not to be a drag at all. A panopticon palette of colors bathes the traditional Georgian landscape in a new, stylish light." Roger Avary, ASVOFF 12 President

BEST SOUND DESIGN HoydeA A Fool and Idiot film by Lin Yu Feng for Beats by Dre, Fool and Idiot, Taiwan

"YELP REVIEW: Groovy music, cool atmosphere. Could they be any more fashionable? The music interleaves elegantly with the sound affects. Be sure to order the chrysanthemum soup. It's so good, you won't be able to leave. Is there a valet? ★★★★★"

BEST EDITING Plum Flower Twist for Vogue Italia by Emma Tempest Editor Jobe Lowen, USA

"Tekken meets fashion. Exquisitely edited capturing the movement of the clothes in motion." Roger Avary, ASVOFF 12 President

BEST SCRIPT Comfort Zone by Jordan Blady and Matt Shally for Levau, Georgia

"As delicious on the ears as it was to the eyes. Self discovery is always a beautiful thing." Roger Avary, ASVOFF 12 President

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BESTSTYLING *The Tournament* by **MAMIK A. BOEKAERTS** Stylist **Florentina Leitner** for **Antwerp Fashion Department, Belgium**

"The Jury President's favorite film of the festival. So stylish they don't need a tennis ball. Surreal, appeal, a lobster meal." Roger Avary, ASVOFF 12 President

BEST BEAUTY *Business as Usual* by **Monica Menez** for **Willems Eyewear Hair & Make-Up Suzana Santalab Sabine Nania, Germany**

"Why is it that when I go to the optometrist, it's not like this? And where is my cat walk instructor when I need him? Who is in charge of this?" Roger Avary ASVOFF 12 President

BEST BRANDED CONTENT *Maree Noire* by **Rick Farin and Claire Cochran** for **Marine Serre, France**

"Visually striking, mysterious, and compelling. It had all the elements we expect of a fashion film."

BEST DOCUMENTARY *Finding Oasis* by **CHOMWAN WEERAWORAWIT** for **Philip Huang, Thailand**

"The origins of dye are explored thematically through the colors of indigo and orange. The simplicity and purity of the community of weavers, the incontestable elegance of the indigo fabrics and their simple patterns, and the ancestral yet efficient techniques at play are so refreshing. It's an oasis." Roger Avary, ASVOFF 12 President





**BEST STUDENT FILM STYX by Nico
Verhaegen, Belgium**

"The film features a passage from one world to the next in an ominous yet beautiful atmosphere of melancholy and dread, reflecting, I guess, the preoccupation of our young about the world they are about to accost."
Violeta Sanchez, ASVOFF 12 Jury

**BEST LOCK DOWN HOME
MOVIES Cantautoma Rebirth -GIANLUCA MATARRESE & DAVIDE GIORGIO France/Italy**

"I loved the use of mixed footage and the soundscape." Cori Coppola,

**BEST ASVOFF X ARTSTHREAD X FNL
NETWORK Mimicry by Grace Ling - Parsons New School of Design, USA .**

**RUNNERS UP: ASVOFF X ARTSTHREAD X FNL
NETWORK 'Home, a metaphor of the mind' by Daniela Benaim Benhamu from
Central Saint Martins, UK**

**RUNNERS UP: ASVOFF X ARTSTHREAD X
FNL NETWORK 'Wastopia' by Qianhui Yu from Royal College of Arts, UK**

ASVOFF 12 JURY

**ROGER AVARY, PRESIDENT, FILM DIRECTOR, SCREENWRITER, PRODUCER
LILLIAN BIRNBAUM, FILM PRODUCER PEARTREE-ENTERTAINMENT GMBH
CORI COPPOLA, WRITER AND PRODUCER
MARIA DE MEDEIROS, ACTRESS, DIRECTOR, SINGER AND WRITER
RICK PORRAS, FILM PRODUCER
VIOLETA SANCHEZ, ACTRESS, MODEL AND MUSE
JOANNE SAWICKI, FILM MAKER, PRODUCER AND JOURNALIST
CUBA TORNADO SCOTT, ARTIST, EQUESTRIAN, MODEL AND DIRECTOR
MARINE SERRE - FRENCH FASHION DESIGNER**

**A SHADED VIEW ON FASHION FILM CHANNEL ON FNL NETWORK PLATFORMS
<https://linktr.ee/fnlnetwork>**



About ASVOFF

ASVOFF (A Shaded View on Fashion Film) is the world's first film festival dedicated to fashion, style and beauty. Since its launch in 2008, ASVOFF 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 and 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 program. www.asvoff.com

About the FNL Network

Based in the beating heart of Los Angeles, California, the FNL Network (Fashion News Lifestyle Network) is proud to broadcast the exciting worlds of fashion, travel, beauty, health, and reality TV. True stories, spotlights on dynamic industry professionals, and original series made exclusively for the FNL Network transport the viewer's couch straight to the catwalk. Insightful and incisive, the network's programming remains on the cutting edge of trends and glamour, as its award-winning films, documentaries, and original titles stream globally on FNL Network channels on Roku, Amazon Fire TV, Android TV, Apple TV and the dedicated FNL Network app is downloadable at Apple Store for all iOS devices and GooglePlay for Android including mobile and tablets <https://linktr.ee/>. www.FNLNetwork.com

Top ASVOFF Alumni

ASVOFF has brought together trailblazers and legendary figures to the festival, since founded by Diane Pernet in 2008. Talents: have included Rossy de Palma, Tilda Swinton, Chloe Sevigny, Dita Von Teese, John Malkovich and Nadia Lee Cohen, while the brands have included Chanel, GUCCI, Kenzo and Saint Laurent.

About Diane Pernet

Diane Pernet is a world-renowned fashion critic and video journalist based in Paris, France. 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 recognized in 2008 for being a pioneer in digital media when she was chosen as one of three influential 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 recognizable 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', Ben Stiller's Zoolander 2 and in Roman Polanski's The Ninth Gate. 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 has become today. "Diane has never ceased to amaze me with her amazing curiosity about things, her ability to synthesize arcane information and make it palatable for everyone else," says Tim Blanks, editor-at-large for The Business of Fashion. "So actually, Diane is a conduit between now and what's to come."

CONTACT

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