



**ANNOUNCEMENT: THE 12TH EDITION OF FASHION ICON DIANE PERNET'S
"A SHADED VIEW ON FASHION FILM FESTIVAL," FEATURING A
CONVERSATION ON SCREENWRITING WITH OSCAR WINNER ROGER
AVARY WHO CO-WROTE PULP FICTION WITH QUENTIN TARANTINO,
A CONVERSATION WITH MARIA DE MEDEIROS ON ACTING, GIANLUCA
MATARRESE & GUILLAUME THOMAS'S DOCUMENTARY ON THE LAST
COUTURE SHOW OF JEAN PAUL GAULTIER, MARÉE NOIRE 4 PART - ART
CAMPAIGN FILM FOR MARINE SERRE'S SS20 COLLECTION AND
CATHOLIC FAIRYTALES OPENS OCTOBER 6 - 9, 2020**

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PARIS: September 9, 2020 – Fashion icon Diane Pernet, arguably the world's first fashion blogger and founder of the world's first film festival dedicated to fashion, style and beauty, "A Shaded View on Fashion Film," announces the 12th edition of the festival from October 6 to 9, 2020.

This year, ASVOFF founder Diane Pernet has curated a program that highlights the incredible versatility of the fashion film genre, from sustainability to gender equality. The roster of films features famous fashion faces like Dita Von Teese, Valeria Bruni Tedeschi, Rosy de Palma and Boy George, as well as fashion brands like Gucci, Comme Des Garcons, Jean Paul Gaultier, Phipps and Marni. The films will be shown online only for this Quarantine Edition of ASVOFF, exploring life in the Zoom era and lessons learned in isolation.

The opening day of ASVOFF 12 will be the Paris premiere of the film *Dos Fridas* by Ishtar Yasin featuring Maria de Medeiros as the nurse of Frida Kahlo, followed by interviews of both the director and the actor in the starring role. The film lineup for this quarantine-inspired film festival includes an AI-inspired animated feature by NDA Paris, diaristic musings from gender identity-focused film by Jordan Blady, fashion student films, Zoom talks with industry leaders, like Gossip Girls costume designer Eric Daman, alongside an esteemed jury of fashion and film leaders including Roger Avary,

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Oscar award-winning screenplay co-writer of Quentin Tarantino’s Pulp Fiction, as well as French fashion designer Marine Serre and film producer Cori Coppola, among others. “First and foremost, this edition of the festival is about returning to the very essence of what ASVOFF is all about. By that I mean supporting talented, passionate young creatives who need and very much deserve a spotlight. We all know that opportunities are hard to come by this year so my focus has been on trying to support the independent voices in fashion and film - those who are inevitably at the sharp end of the crisis - by giving them even more space in the program than usual,” says Diane Pernet, founder of ASVOFF.

“By its very nature, ASVOFF 12 will be different things to different people but Covid-19 and the economic fallout that it triggered are an inescapable thread for most of the filmmakers who have been selected for this virtual edition. We’ve all heard the word ‘resilience’ far too much recently, but this roster of young and young-at-heart visionaries are the very embodiment of the word in my opinion - and proof that creativity really does flourish when we have constraints. The storytelling in this year’s group of fashion films is exceptional. Rather than feeling compromised by what we’re all going through, this period of obligatory reflection seems to have challenged the filmmakers creatively, forcing style extroverts to be introspective and pushing others to harness their highs and lows or straddle extremes like claustrophobic silhouettes and epic Eden-like landscapes.”





2020 Film Highlights

Inside Jean Paul Gaultier's Last Couture Show

Director: Gianluca Matarrese & Guillaume Thomas

Everyone wanted to be backstage at iconic French fashion designer Jean Paul Gaultier's last couture show, which debuted at SS20 Paris Fashion Week in January 2020. Filmmaker Gianluca Matarrese and photographer Guillaume Thomas were there to record history. Exclusive footage of performers Boy George, Dita Von Teese, Rosy de Palma and models Karlie Kloss, Gigi and Bella Hadid. An emotional tribute to the end of an era.

Marée Noire

Director: Rick Farin and Claire Cochran

This surreal short film is part of a four-art campaign film for Marine Serre's SS20 collection, featuring swamps, insects, reptiles and striped bodysuits for the acclaimed futurewear designer. Marine explains "It allows for a much broader communication of what the brand is, and really allows you to go beyond the boundaries of what people think fashion is or should be."

Catholic Fairytales

Director: NDA Paris and Mecanique Generale

In an otherworldly, Alice in Wonderland universe, crazy 3D models sashay down a catwalk. This short 3D fashion film opens our imaginations to fashion beyond futurism, featuring carnival-esque touches and a plot that unravels through fabric.

Spirit of Freedom

Director: Molly Ledoux for Spencer Phipps

Unveiled in the trailer to Spirit of Freedom, a coming-of-age Spaghetti Western film, the PHIPPS SS21 collection retains its place as a pro-active protagonist in contemporary menswear. Following the plight of a man in search of his wayward brother, a series of twists and turns of old Hollywood proportions tests his courage, as he encounters strange and unusual characters along the way to their cataclysmic reunion and his quest for enlightenment.



#LockdownHomeMovies

"I learned a lot myself by watching this year's submissions, in the #LockdownHomeMovies we commissioned, it's not all about the DIY spirit, existential angst, feelings of detachment or paired back aesthetics you might expect," said Pernet. "It's also about subtle psychological thrill-seeking, psychedelic cinematography, delicate poetry wardrobe choices and – mercifully – even brash bombastic humor. What's clear to me is that this year – despite everything or perhaps because of it – people were still drawn to exploring the intersection of style with the human condition in all its generous, flawed, ecstatic and gruesome glory."

She adds: "From stylized funeral tributes for a family member who perished while the filmmaker was in confinement on the other side of the world to the outrageous kitsch excesses of an imperial catwalk, the talented individuals who make up ASVOFF 12 are nothing if not defiant, and proof to me that we will overcome this surreal period of science fiction that we're living through."

Public Choice Prize

Now in its 12th edition, ASVOFF is proud to announce a partnership with fashion news and lifestyle network, FNL Network, that will allow the film festival to broadcast short films to their audience of over 60 million people as part of the Public Choice Prize in collaboration with the FNL Network, which can be viewed on Amazon FireTV Worldwide and Roku Worldwide, two of the world's most powerful video streaming platforms with 34 million and 27 million active global monthly users, respectively.

The FNL Network's ASVOFF channel currently has the #LockdownHomeMovie section for the People's Choice vote. The short films in competition will be available for the public to view from October 6. "We live in an era where everyone's a critic," said Pernet. "Viewers who have social currency feel more empowered than ever and we plan to tap into that. With ASVOFF based in Paris and the FNL Network in Los Angeles, this year's festival will have the best of both worlds: authority figures in the global capitals of fashion and film engaging with a new grassroots movement that makes fashion film more accessible while boosting creativity and commercial opportunities. I'm incredibly excited about the future and ASVOFF 12 is where it starts."



ASVOFF 12 Film Program

- 37 films in the short film competition with prizes for categories: Grand Prize, Art Direction, Acting, Cinematography, sound editing, script, styling, beauty, branded content, documentary, and student film awards
- 11 documentaries
- 6 student films
- 3 out of competition
- 68 #LockdownHomeMovies about life in quarantine around the globe
- A special collaboration with Arts Thread, the leading digital platform for emerging artists and designers representing 300,000 students in more than 100 countries from over 850 design schools, as well as the FNL Network, a fashion news and lifestyle network, alongside ASVOFF for "ASVOFF x ARTSTHREAD x FNL Network," a call for submissions for fashion films, which is open to fashion, art and design students or recent graduates. Deadline: September 20th.

AWARDS

The ASVOFF Awards will be presented in the following categories: Grand Prix, Art Direction, Acting, Cinematography, Sound, Editing, Script, Styling, Beauty, Branded Content, Documentary, Student plus new this edition: ASVOFF x ARTSTHREAD x FNL Award.

ASVOFF 12 Jury

ROGER AVARY - Jury President, Film Director, Screenwriter and Producer

LILLIAN BIRNBAUM - Photographer, Film Producer

CORI COPPOLA - Film Writer and Producer

MARIA DE MEDEIROS - Actress, Director, Singer and Writer

RICK PORRAS - Film/Media Producer

VIOLETA SANCHEZ - Actress, Model

JOANNE SAWICKI - Journalist, Film maker and Producer

CUBA TORNADO SCOTT - Artist, Model and Film Director

MARINE SERRE - Fashion Designer





ASVOFF 12 'Industry Tea' Zoom Talk Series

As part of this quarantine, full digital edition of ASVOFF, there will be a series of pre-recorded video Zoom interviews with industry leaders in fashion and film. This Industry Tea series has experts dishing on art directing, costume design, acting and writing for fashion film, and beyond. Part-educational, part-entertainment, it's a deep dive behind the scenes in a world so few get to see backstage. "A snapshot of this series proves that the pandemic has only helped boost the international diversity of the program," said Pernet. "From a Moscow-born Iraqi-Chilean living through lockdown in Costa Rica to a Hong Kong native turning their eccentric lens on an already eccentric London, there's a lot of behind-the-scenes drama to enjoy. There's a New Yorker who actually paused to look inward while waiting to return to the TV set and an actresses who's been tapped by UNESCO to be an Artist for Peace but who found fame on Quentin Tarantino film set."

Writing the Screen with Roger Avary

Join Roger Avary, our jury president for ASVOFF 12, in a discussion about screenwriting, the story behind his Oscar-winning co-screenplay with Quentin Tarantino for the film Pulp Fiction, and his latest film, Lucky Day. Interview by Maxime le Guillou

Female Gaze in Filmmaking with Ishtar Yasin

Director Ishtar Yasin's latest film is "Dos Fridas," a film inspired by the relationship between the Mexican painter Frida Kahlo and her nurse Judith Ferreto. Yasin, based in Costa Rica, speaks about bringing women's stories to screen. Interview by Maxime le Guillou

Gossip Girls Costume Design with Eric Daman

Eric Daman is a costume designer and stylist who assisted Pat Fields on dressing the famed cast of hit TV show Sex and the City. He went on to become the costume designer for Gossip Girls and is currently working on the re-boot of Gossip Girls. Interview by Diane Pernet

Keys to Art Directing with Tim Yip

Tim Yip is best known as the Oscar award-winning art director for Crouching Tiger, Hidden Dragon. Gearing up for his 2021 release, Love Infinity, a film about London, he shares how Alexander McQueen, Vivienne Westwood and John Galliano brought on Punk and Underground culture. Interview by Daniel Lismore

On Acting with Maria de Medeiros

Award-winning actress, writer and director Maria de Medeiros is known for playing Bruce Willis' girlfriend in Quentin Tarantino's Pulp Fiction, for playing Anais Nin in Philip Kaufman's Henry and June, and for directing a film about the relationship between directors and film critics, Je t'aime... moi non plus. Interview by Maxime le Guillou

Building A Creative Empire with Maxime Plescia-Büchi

Maxime Plescia-Büchi is a world-renowned tattoo artist who has inked Kanye West and FKA Twigs, the creative director of his own agency, Sang Bleu, a graphic designer and branding expert who has worked with brands like Nike, Alexander McQueen, and Swiss watchmaking brand Hublot. He speaks about how he built his creative business. Interview by Joanne Sawicki

TBC additional **Zoom Talk** series and a concert by **Bruises**.



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 free on Roku and Amazon FireTV. 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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