

ASVOFF 13

DIANE PERNET PRESENTS

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ASVOFF
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FOR IMMEDIATE
RELEASE

Announcement: The 13th Edition of Fashion Icon Diane Pernet's "A Shaded View on Fashion Film Festival," unveils 2021 lineup

A FIVE-DAY ONLINE CELEBRATION, TRIBUTES, AND CONVERSATIONS WITH GRAND JURY PRESIDENT BRUCE LABRUCE, AND THREE NEW THEMED AWARD CATEGORIES CURATED BY BANDANA TEWARI, MELISSA ALIBO, AND AMBER JAE SLOOTEN, DECEMBER 3-7, 2021



PARIS: May 4th, 2021 — 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 13th edition of the festival from December 3rd - 7th 2021.

The essence of aesthetics and fashion continue to transcend, reshape and invigorate the codes of cinema. The quest for new visions, perspectives, and depths significantly reinforced our inner representation of what films should resemble. With this acknowledgment, Diane Pernet curated a unique program for ASVOFF 13, a tribute to versatility in the fashion film genre, from sustainability to digital fashion and the Black Spectrum. As a response to the

COVID-19 pandemic, the virtual and online experiences have transitioned into a new digital format: A five-day celebration of online screenings broadcasted on FNL Network, a global audience of 64 million subscribers, featuring the best emerging voices in the Luxury Fashion & Film Industries. Additionally, a replay of ASVOFF 13 will be available on FNL network for an entire year.

"First and foremost, this 13th edition reflects the quintessence and fundamental approach of ASVOFF; unveiling a certain feeling, boldness emerging from talented, passionate young creatives. The complex, prevailing environment of social-economic tensions has significantly affected the number of opportunities for artists. Our mission is to preserve, support, and

illuminate the artistic aura and perceptual uniqueness of independent voices in fashion and film – by giving them more space in the program than usual," says Diane Pernet, founder of ASVOFF.

"This year, the terminology 'resilience' resonates more conspicuously amidst the young-at-heart visionaries. Despite the tumultuous time, rather than feeling compromised, filmmakers are navigating their potentialities through introspection, stimulating their creativity, self-awareness and pushing others to harness their highs and lows or straddle extremes like claustrophobic silhouettes and epic Eden-like landscapes", also comments Diane Pernet.



GRAND JURY

This year's edition unveils a flourishing and eclectic jury panel of renowned artists, designers, content creators who are committed to encouraging new talent and promoting diversity across the world of filmmaking. International acclaimed film director Bruce LaBruce will lead ASVOFF 13's official film selection as the Grand Jury President.

President
Bruce LaBruce
Film director

Roisin Murphy

Ireland's Queen of the Avant-Garde,
Performer

Pam Hogg

Cult fashion designer, DJ

Helen Downie aka Unskilled Worker

Unskilled Worker Artist

Kayaan Contractor

Influencer, Content Creator, Editor

Willy Ndatira

Artist, Media Entity, Creative
consultant, Writer, Consulting editor
for Fantastic Man

Andre Walker

Fashion designer

Osei Bonsu

Curator of International Art at Tate Modern,
Contributing Editor at Frieze

David Ninh

Senior Director of Press and Publicity
at Kino Lorber

Bryanboy

Influencer, content creator, consultant

Susie Lau

Journalist, Content Creator, Consultant

Daniel Lismore

Artist, Curator, Activist

Sara Sozzani Maino

Deputy director of Vogue Italia, head of
Vogue Talents

Yu Masui

Fashion Writer, Consultant, Content
Creator

Alex Murray-Leslie

Performer and Educator, *Chicks On
Speed*

Lulu Kennedy

Founder and Director of Fashion East,
Consultant

LUTZ

Fashion Designer

Suzanna Vock

Founder of the GWAND Sustainable
Fashion Festival

Bruce LaBruce, a separatist amongst separatists, is a Canadian independent filmmaker and gay provocateur who has been assailing the sexual status quo for over 30 years. His tongue-in-cheek, campy aesthetic has been described as an “anarcho-punk reworking of Paul Morrissey, John Waters, Russ Meyer, and Rosa von Praunheim’s preoccupations.” For LaBruce, transgressiveness has always been synonymous with political incorrectness, especially in the light of his gleeful inclusion of pornographic imagery in almost all of his features—with the exception of *Gerontophilia*.

Some of LaBruce’s favorite themes are sexual repression and surplus repression, as well as authoritarianism, sadomasochism, race, class, domination and submission, female solidarity, and empowerment. Bruce LaBruce has made more than 30 films, TV series, staged art exhibitions, and published two books. In 2020, LaBruce directed *Saint-Narcisse* which was screened at Venice Film Festival. The *Hollywood Reporter*, known for their scathing reviews, had this to say: “The filmmaking isn’t only ravishing to look at; *Saint-Narcisse* is a wild ride that’s enjoyable in all its B-movie glory — the production design that’s just a little too kitschy, the dialogue that’s just a tad too ripe — while also titillating the intellect.”



The 13th edition of ASVOFF will conduct a series of interviews with industry leaders in fashion and film. These Industry Tea series have experts dishing on diversity, inclusivity, cultural symbolism, sustainability, digital fashion in filmmaking, documentary, art direction, and beyond. Part-educational, part-entertainment, it's a deep dive behind the scenes in a world, so few get to see backstage.

"We will create a series of candid, intimate interviews with directors, 3-D Fashion Design, and museum curators from around the world," says Pernet. "A snapshot of this series proves that the pandemic has only helped boost the international diversity of the program."

Black Spectrum with Melissa Alibo:

The representation of Black people in cinema is often perceived as ambivalent, altered, and shaped by common prejudices. How does it translate into the construction of the Black identity?

Marketing consultant and PR, Melissa Alibo, curated a program unveiling the narrative of Black artists from different backgrounds, cultures, and horizons.

Sustainability Activism with Bandana Tewari in conversation with Florian Muller:

Journalist and sustainability activist, Bandana Tewari discusses the socio-political role of fashion with consultant, PR, and sustainability activist Florian Muller. The conversation articulates around how Gandhi and his search for sartorial integrity changed the way she saw the clothes.

Digital Fashion with co-founder of The Fabricant, Amber Jae Slooten in conversation with Alex Murray Leslie aka Chicks on Speed:

Digital artist, designer Amber Jae Slooten and performer, artistic researcher, and co-founder of Chicks on Speed, Alex Murray Leslie, defines what is a digital fashion house and how 3D design and augmented reality are the future of the fashion industry.

Themed category

CURATORS



Melissa Alibo



Bandana Tewari



Amber Jae Slooten

Digital Storytelling and Activism with Indrani Pal-Chaudhuri:

Indrani Pal-Chaudhuri is a film director and photographer renowned for her iconic imagery, visionary storytelling, and collaborations with Lady Gaga, Beyonce, Jay-Z, and Alicia Keys. Her work was discovered by David Bowie and Iman, who commissioned her first album cover for "Heathen." The discussion unfolds the question of power, mythography, counter-colonizing the Heteropatriarchal Gaze.

Diversity and inclusivity in fashion films with Luca Finotti, in conversation with Niccolo Montanari:

Luca Finotti is a creative and film director who has directed fashion films for Nike, Versace, Dolce & Gabbana, and Giorgio Armani. Along with publicist and Festival Strategist Niccolo Montanari, they address the challenges we face as a society when it comes to inclusivity and diversity.

Bruce LaBruce, ASVOFF 13 President in conversation with, Slava Mogutin:

Bruce LaBruce, a separatist amongst separatists, is a Canadian independent filmmaker who has been assailing the sexual status quo for over 30 years. Slava Mogutin is a New York-based Russian-American multimedia artist, filmmaker, and writer exiled from Russia for his outspoken writings and activism.

Heavenly Bodies, Vishnu Dass in conversation with Alessio De Navasques:

Filmmaker Vishnu Dass and curator, Alessio De Navasques, examine the life and work of artist, filmmaker, and photographer Steven Arnold.

Showgirls - Arturo Rico in conversation with Gustavo Prado

Trend watcher and creator of the agency Trendo, Gustavo Prado, and PR & researcher Arturo Rico, also from Trendo, present a digital archive about the legacy of vintage Latin American Showgirls. A series of documentaries portraying the Latin cabaret scene will be screened.

PUBLIC CHOICE PRIZE

Now in its 13th 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 64 million people as part of the Public Choice Prize in collaboration with the FNL Network, which can be viewed on MacOS, iPhone & iPad iOS Apps, Google Play store Mobile & Tablet, Roku TV, Apple TV, Android TV, and Amazon Fire TV.

"We live in an era where everyone's a critic. We're continually asked to give our opinion and provide feedback. 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 edition will consolidate our best attributes: 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 am excited to help shape with our community what the future holds for ASVOFF," Pernet adds.



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 traveling 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 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

ASVOFF ALUMNI

ASVOFF has brought together trailblazers and legendary figures to the festival since founded by Diane Pernet in 2008.

TALENTS:

- Alejandro Jodorowsky
- Tilda Swinton
- Nick Knight
- Erwin Olaf
- Róisín Murphy
- Nobuyoshi Araki
- Steven Klein
- Mike Figgis
- Chloë Sevigny
- Jerry Schatzberg
- Bruce Weber
- Dita Von Teese
- Bruce LaBruce
- Larry Clark
- Serge Lutens
- Steven Meisel
- Loic Prigent
- Ian Rogers
- Inez & Vinoodh
- Charlize Theron
- Bettina Rheims
- Ellen von Unwerth
- Kristen McMenamy
- Bryan Adams
- Federico Marchetti
- Rossy de Palma
- Daphne Guinness
- Cara Delevingne
- Drew Barrymore
- Jim Jarmusch
- Roger Avary
- Kim Jones
- Angelo Flaccavento
- Alessandro Michele

FASHION BRANDS:

- Chanel
- Karl Lagerfeld
- Yves Saint Laurent
- Balenciaga
- Comme des Garçons
- Maison Margiela
- Lanvin
- Gucci
- Prada
- Miu Miu
- Dries Van Noten
- Givenchy
- Calvin Klein
- Yohji Yamamoto
- Dior Homme
- Balmain
- Undercover
- Christian Dior
- Jean Paul Gaultier
- Iris van Herpen
- Stephen Jones

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 a 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."



Press images

<https://drive.google.com/drive/>

Teaser submissions (deadline July 31st)

<https://vimeo.com/502680342>

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