

DIANE PERNET
+ 35 37 PRESENT
A
SHADED
VIEW ON
FASHION
FILM
FESTIVAL
ASVOFF
15TH
EDITION
NOVEMBER 9-12
2023
ASVOFF is a non-profit association
governed by the July 1st, 1901 law,
created in 2014 by Diane Pernet.



Soutenu par



**MINISTÈRE
DE LA CULTURE**
*Liberté
Égalité
Fraternité*

PUSHING THE BOUNDARIES OF WHAT'S
POSSIBLE IN FASHION AND FILM.

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ASVOFF

(A SHADED VIEW ON FASHION FILM) IS THE WORLD'S FIRST FILM FESTIVAL DEDICATED TO FASHION, CULTURE, AND FILM. 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.

“AS AN ENTHUSIAST OF STORYTELLING, I FIRMLY BELIEVE IN ITS POWER TO CAPTIVATE, INSPIRE, CHALLENGE, AND ULTIMATELY FORGE A PROFOUND CONNECTION WITH AN AUDIENCE.”

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, AND FOTOGRAFISKA/BERLIN.

“OUR PLATFORM PROVIDES A GLOBAL STAGE FOR INNOVATIVE CREATORS, OFFERING THEM THE OPPORTUNITY TO PRESENT THEIR UNIQUE VOICES TO A DIVERSE AUDIENCE OF CREATIVE LEADERS, INDUSTRY PROFESSIONALS, AND CULTURAL ENTHUSIASTS.”

ASVOFF IS NOT ONLY A COMPETITION OF SHORT 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.

“ASVOFF IS THE ULTIMATE CONVERGENCE OF ARTISTS, AUDIENCE AND INDUSTRY.”



— DIANE PERNET



3537

3537 is the latest venture from Comme des Garçons' founder and creative director Rei Kawakubo and company president Adrian Joffe. Founded in 2021 and installed at the Hôtel de Coulanges on the rue des Francs-Bourgeois in the Marais, the space is dedicated to creation, community exchanges and cultural conversations, serving as a venue for art, dance, music and film events among other attractions. As the hub for the Paris-based brand management arm of the Dover Street Market fashion concept store, 35/37 curates intriguing collaborations and experiences across the creative industries. From 9-12 November 2023, 3537 will present ASVOFF 15.



**A RIGOROUS
CURATION.
BOUNDARY
BREAKING
INDEPENDENT
GLOBAL CREATORS
INTERSECT
WITH AUDIENCE
+ INDUSTRY**



THEMED CURATIONS

RESPONSIBLE ACTIONS

Curated by Sara Sozzani
Maino and Matteo Ward

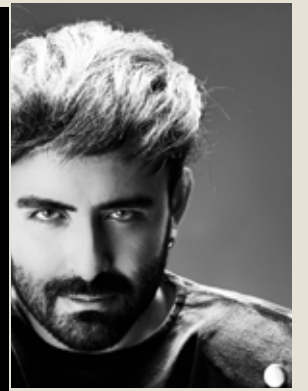


Creating awareness and consciousness nowadays is fundamental. ASVOFF has spotlighted the strength of communication since 15yrs anticipating what today has become the most powerful way of creating statements. Junk Armadi Pieni is a docu series which highlights the disaster that the fashion industry is creating at our planet. My wish is that all the people that will look at this series become aware that change must happen now!

UNLEASHING THE POWER OF AI IN FASHION+FILM

ASVOFF's First AI Fashion Film Category

Curated by Pedro Guez Artificial Intelligence's significance fuels a groundbreaking category that inspires captivating and immersive films at the intersection of fashion and technology. AI on the jury transforms culture and art, inspiring a new generation of designers and filmmakers to explore its potential.



BLACK SPECTRUM

Curated by
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? Curator Melissa Alibo sublimates the common thread, feelings, and cognitive mechanisms that unite or perhaps get distorted within the narrative..

JOIN THE MOVEMENT: CHILDREN'S CLIMATE FILM CHALLENGE: IMAGINE THE FUTURE OF OUR PLANET

President: Liv Elbaz-Paris President of Honor: Jose Levy

Calling all young climate warriors! The future of our planet is in your hands. Make a 16-second film on your phone or using stop-motion to show what you think the future of our world might look like. Open to kids aged 6-12, let's unite to tackle climate change and make a difference!



THEMED CURATIONS

DIGITAL FASHION

Curated by
Amber J. Slooten



Is there anything that can still be considered “real”? And what does “real” even mean in a world where we can’t tell the difference between a real image of a catwalk and a generated one? Digital tools have advanced rapidly in the past year, and it’s difficult to keep up with their development. This year’s curation will explore the concept of “disreality” and what it means for a world where fashion is largely fantasy anyway. In the end, does it really matter if something is “real” or not?

EXPLORING CHINESE FASHION FILM

Curated by Camille Mervin-Leroy and Gemma A. Williams



Experience the vibrant world of Chinese film and fashion. Behind the lens, creatives are capturing intricate and imaginative designs that destroy old certainties. From pioneering makers and stylists to independent fashion brands, through film we dive into the heart of this dynamic world.

ARABETHOS

Curated by
Butheina Kazim



Arab Ethos comes to ASVOFF 2023 with a feverous intent to complicate presentations of Arab images, expression, bodies, voices and intimations. Curated with a heels dug deep in the sartorial and cultural productions of the MENA region, this multicolored lens resists definitions, borders and presentations of Arabness in a dance light and shadow set in the past, futures and the now.

ARTISTIC RESEARCH & THE FUTURE OF FASHION FILM

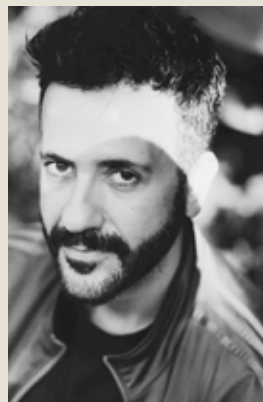
Curated by Dr. Alex
Murray Leslie



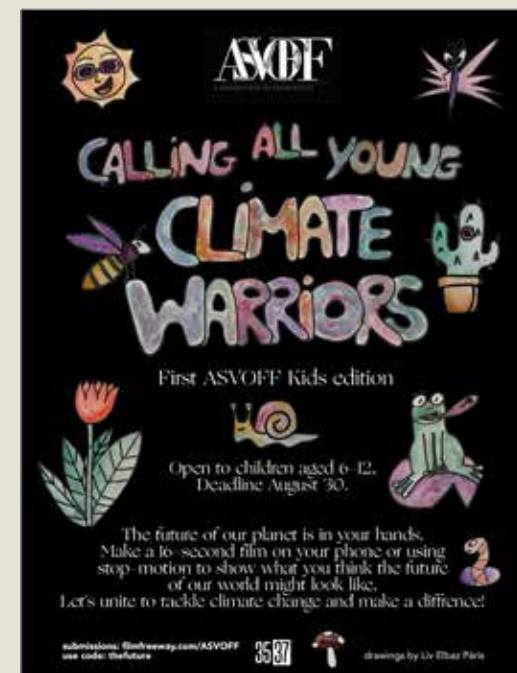
Artistic and scientific research in music and streamart intersect, leading to innovative breakthroughs in fashion and film. Collaborative work between artists and scientists inspires new forms of digital technology, live performance, and aesthetics, pushing the boundaries between these fields.

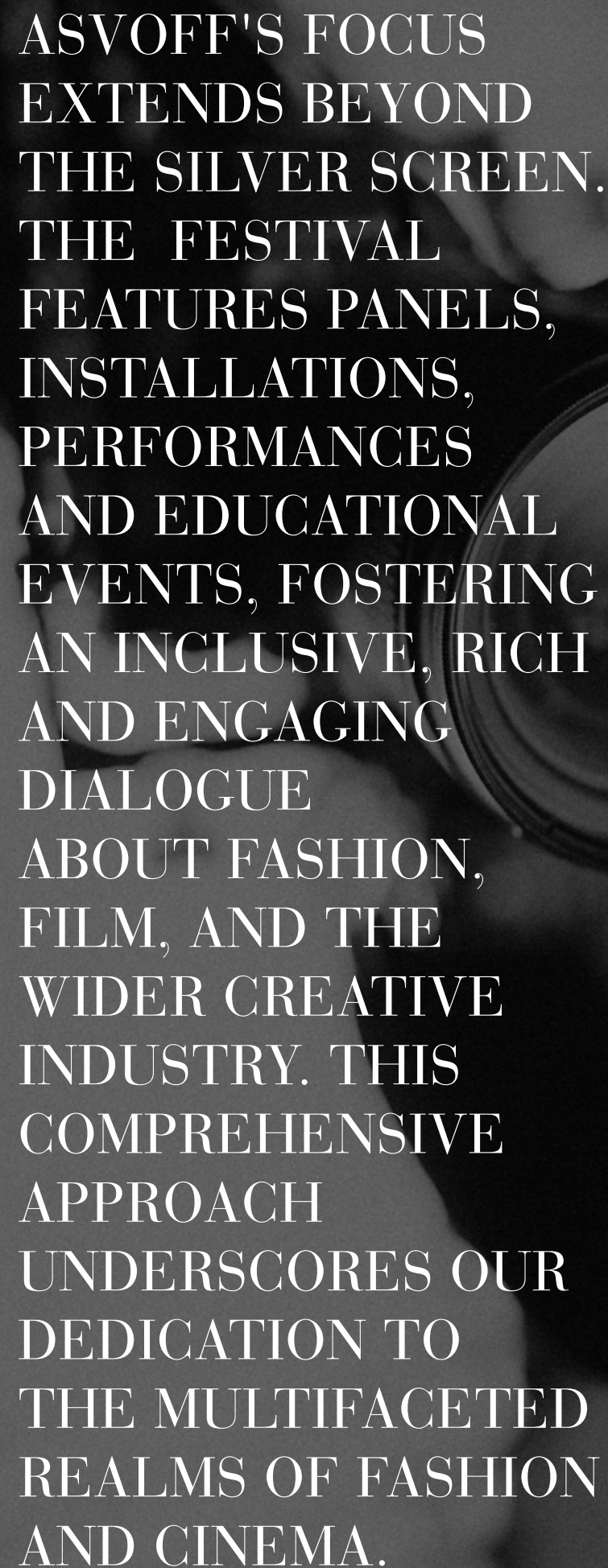
THE QUEER ARCHIVE

Curated by Konstantinous Menelaou



The Queer Archive showcases fashion films that celebrate and explore the intersection of queer identities and fashion. Through challenging gender norms, it increases visibility and acceptance of the LGBTQ+ community, providing a space for individuals to express themselves authentically in the industry.





ASVOFF'S FOCUS
EXTENDS BEYOND
THE SILVER SCREEN.
THE FESTIVAL
FEATURES PANELS,
INSTALLATIONS,
PERFORMANCES
AND EDUCATIONAL
EVENTS, FOSTERING
AN INCLUSIVE, RICH
AND ENGAGING
DIALOGUE
ABOUT FASHION,
FILM, AND THE
WIDER CREATIVE
INDUSTRY. THIS
COMPREHENSIVE
APPROACH
UNDERScores OUR
DEDICATION TO
THE MULTIFACETED
REALMS OF FASHION
AND CINEMA.

4 DAYS AND NIGHTS OF:

SHORT FILM COMPETITION

SCREENING OVER 100 FILMS BY FILMMAKERS FROM AROUND THE WORLD.

FEATURES/DOCUMENTARIES

INCLUDING PARIS PREMIERES

MASTER CLASSES

ENGAGING DIALOGUES WITH MEMBERS OF FASHION, FILM AND OTHER CREATIVE INDUSTRIES

HONORARY TRIBUTE

TRIBUTE TO LUMINARIES

LIVE PERFORMANCES

SHOWCASE FOR INDEPENDENT VOICES

ART INSTALLATIONS

AN INVITED ARTIST IS GIVEN CARTE BLANCHE



EXPERIENCE ASVOFF

AN INTERNATIONAL CONVERGENCE OF CREATIVITY





PRESS

THE FINANCIAL TIMES:

“Fashion films are the accessories of choice, not only for most brands but increasingly for designers and stylists too. The prize they are chasing is consumer goodwill and loyalty.

Fashion films now are increasingly about auteurs and ideas, as opposed to handbags or perfume bottles. To be blunt: it means fashion films that are, finally, fun to watch.”

THE NEW YORK TIMES:

“Thanks to the efforts of the inimitable Diane Pernet fashion films are beginning to get their industry spotlight.”

LAURENT CLAQUIN

Head of Kering Americas:

“Motivated by technology, marketing and branding across digital and social media, ASVOFF is one of fashion film’s pioneering forces, and its most influential voices.”

FORBES:

“What the audience saw at the Club de L’Etoile cinema and what was happening in the streets outside was in perfect alignment. ASVOFF is a unique global platform launched and curated by the iconic Diane Pernet.”

WOMEN'S WEAR DAILY:

“Fashion and film are both about icons, storytelling and movement. Movies and short films are the most natural medium to talk about fashion and what it is today.”

STYLE.COM:

“The lines between fashion, film, music and celebrity have become so blurred over the past few years that it takes Diane Pernet, a real visionary to make sense of it all.”

INTERVIEW:

“And who better to bring this new generation of creative projects into the world than Diane Pernet, the designer turned taste-maker who serves as a godmother for the world’s emerging fashion talent?



GRAND JURY PRESIDENT

Jay-Jay Johanson

Jay-Jay Johanson is a Swedish singer, songwriter, and composer known for his distinctive blend of trip-hop, jazz, and electronic music. Johanson began his musical career in the early 1990s, and his debut album, “Whiskey,” was released in 1996. The album was a critical success and helped establish Johanson as a unique and innovative artist. His music is often described as melancholic, with introspective lyrics and a strong emotional impact.

Over the years, Johanson has released several albums, including “Tattoo,” “Poison,” and “Opium.” He has collaborated with many artists, including Stina Nordenstam, The Knife, and Robin Guthrie. He has also composed music for films and television, including the soundtrack for the film “Amorosa.”

Johanson’s music has been well-received by critics and audiences alike, and he has been compared to artists like Portishead and Massive Attack. He has toured extensively, performing in many countries around the world.

GRAND JURY



CHARLOTTE COLBERT
Film director and a moving image and multi-media artist



PASCAL K DOUGLAS
Fashion & Lifestyle Journalist, Trend Strategist, and Consultant



OMOYEMI AKERELE
Artistic Adviser in Charge of temporary exhibitions at the Cinémathèque française



HARRY GOAZ
ACTOR



MEI HUI LIU
Artist/fashion designer/creative producer



PETER STEPHEN JUNGK
Novelist and Film Director
photo: Lillian Birnbaum



GIULIANO CALZA
Creative Director for GCDS



PAOLO CALIA
Multi-disciplinary artist, painter, fashion photographer and decorator



MELISSA ALIBO
PR & Marketing Consultant



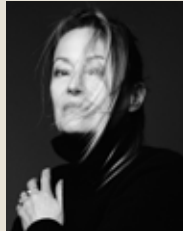
THEBE MAGUGU
Fashion Designer



CUBA TORNADO SCOTT
Equestrian-Illustrator-Model-Film Director



EMMA DAVIDSON
Fashion Features Director
Dazed Media



GABRIELLE LAZURE
Actress and Film Director



LUCIEN HÉRITIER
Designer, Stylist, Photographer, Editorial and Content Creator



PIERRE A. M'PELE
@PAM_BOY
Head of Editorial Content
GQ France



BINA DAIGELER
Academy Award Nominated Costume Designer for TÁR, Mulan, Pedro Almodovar's All About My Mother and Volver, Jim Jarmusch's Only Lovers Left Alive



ODUNAYO OJO/ Fashion Roadman
YouTube creator/Fashion Journalist



MIGUEL VILLALOBOS
Multidisciplinary artist - photographer, illustrator, sculptor and teacher



COUTURFU
Fashion Influencer

LILLIAN BIRNBAUM
Film producer, director and photographer. Owner Peartree Entertainment.

A room with a leopard print sofa, a window with candles, and a bookshelf.

THE Ziane

GRAND PRIZE CATEGORIES

GRAND PRIZE
BEAUTY PRIZE
BEST ART DIRECTION
BEST ADVERTISING
BEST ACTING
BEST STYLING
BEST DOCUMENTARY
BEST CINEMATOGRAPHY
BEST SOUND DESIGN
BEST EDITING
STUDENT PRIZE

THEMED CATEGORY PRIZES

DIGITAL FASHION
BLACK SPECTRUM
RESPONSIBLE ACTIONS
EXPLORING CHINESE
FASHION FILMS
AI GENERATED FILMS
ARAB ETHOS
SOUND/ART/FASHION
THE QUEER ARCHIVE
CHILDREN CLIMATE
WARRIORS



GUCCI



PERSOL



CENTRE POMPIDOU

SAMSUNG

SHU UEMURA



WOOLMARK

PREMIERE HEURE



DOM PERIGNON



BVLGARI

WORLDNET



MK2

RENAULT

BRAND PARTNERSHIPS

We invite you to join as our Partner for the 15th Edition. Digital puts a real challenge to brands. Your brand is what others say, it is not what you say it is. We are here to help you communicate your Brand Values and Sell Products. This year's edition unveils a flourishing and eclectic jury panel of renowned artists, designers and influencers who are committed to encouraging new talent and promoting diversity across the world of filmmaking.

GLOBAL HEADLINE PARTNERSHIP

Euros 50K

- Partner name associated with ASVOFF 15 event and logo
- Brand presence on Festival Trailer and Award Ceremony Film
- Brand name associated with award +logo
- Logo Presence on the web, social media, press release, newsletter
- ASVOFF editorial, brand feature & Q & A interview
- ASVOFF social media: IG, Twitter, TikTok, LinkedIn - 5 posts
- Title Award Partnership
- ASVOFF X FNL Social Media post IG-Twitter
- Possibility of Brand related program, for instance a Satellite Event on the Metaverse (cost not included).

BRAND AWARD PARTNER

Euros 15K

- Brand presence on Festival Trailer and Award Ceremony Film
- Brand name associated with award + logo
- Logo Presence on the web, social media, press release, newsletter
- ASVOFF social media: IG, Twitter, LinkedIn-1 post

SUPPORTING PARTNER

Euros 5K

- Brand presence on Festival Trailer and Award Ceremony Film
- ASVOFF social media: IG, Twitter
- Option for gifting

HIGHLY ENGAGED GLOBAL COMMUNITY

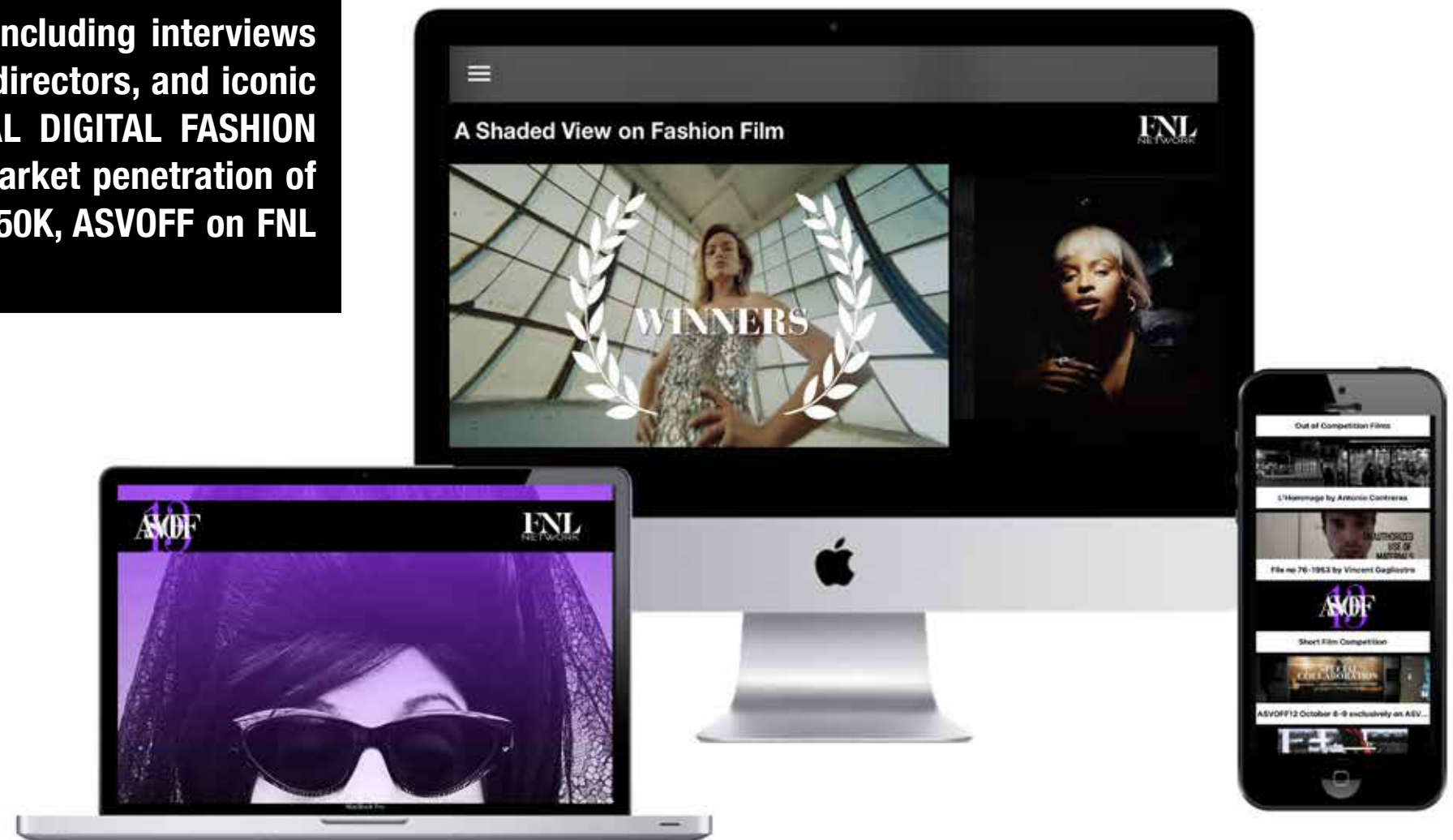
ASVOFF X FNL NETWORK

A GLOBAL AUDIENCE OF 64 MILLION ACTIVE MONTHLY USERS

FNL, Fashion News Lifestyle Network, provides a wide range of entertainment content in a combination of fashion, film and lifestyle programming including interviews with Emmy, Oscar and Tony Award winning talent, producers, directors, and iconic celebrities. In September 2020, FNL launched INTERNATIONAL DIGITAL FASHION WEEK the world's largest online Fashion Week event. With a market penetration of 62 million homes and individual household income topping \$250K, ASVOFF on FNL has a uniquely targeted high net-worth demographic reach.



IDFW impressions.....	77 million
FNL Monthly active users *	64 million
Instagram followers.....	15,000+
70% Key Demographic.....	Female 25-35
60% Net Worth.....	\$100K - \$2 million
Home ownership.....	65%
65% Buying/Spent on.....	PREMIUM brands



* Source: Amazon/Statista - May 2019

ASVOFF CHRONOLOGY



2008 ASVOFF 1 Paris ASVOFF 1 was held at the Galerie Nationale du Jeu de Paume ASVOFF Prize: “Video Look Book” by Jeremy Scott **Satellite Venue** • Guggenheim Museum, Bilbao



2009 ASVOFF 2 Paris Passage du Desire/BETC- Awards ceremony held at Centre Georges Pompidou. Jury President: Rick Owens. Jury members included Nan Goldin, Maria de Medeiros. **Satellite Venues** • London at the Chelsea Arts Club, • TOKYO – Rise X



2010 ASVOFF 3 Paris Centre Georges Pompidou, Palazzo Morando, Milan. Jury President: Olivier Saillard Jury Members included Mike Figgis, Michael Nyman, Bryan Adams, Dita Von Teese, Elisabeth Quin **Satellite Venues** • London at the Chelsea Arts Club, • TOKYO – Rise X, • New York Art Fair, • Barbican Art Gallery, London • Cine Opera at Corso Com



2011 ASVOFF 4 Paris Centre Georges Pompidou, Jury President: Elisabeth Quin, Jury members included Rossy de Palma, Elisha Karmitz, Director of MK2 **Satellite Venues** • Miami, with Art Basel[35] • Perth Institute of Contemporary Arts (PICA), Australia • TOKYO – TABLOID



2012 ASVOFF 5 Paris Centre Georges Pompidou, Jury President: ORLAN, Jury members included Dominique Issermann, Elisha Karmitz, Michel Gaubert, Tim Blanks **Satellite Venues** • Circuito-Off, Venice International Short Film Festival • Vienna, with Frame Out, Museum Quarter • Barcelona, with CaixaForum



2013 ASVOFF 6 Paris Centre Georges Pompidou, Jury President: Michèle Lamy. Jury members included Li Edelkoort, Valerie Steele, Linda Loppa **Satellite Venues** • Tokyo at Cinema Rise X in Tokyo • Cannes at the Cannes Film Festival croisette's Villa Schwepes • Montreal, Festival du Nouveau Cinema • Arnhem, Arnhem Biennale • Paris, la Gaîté lyrique • TOKYO – IDOL



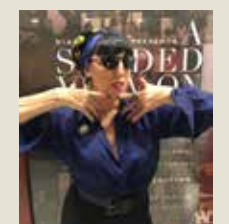
2014 ASVOFF 7 Paris Centre Georges Pompidou, Jury President: Dries Van Noten. Jury members included Eugene Hernandez, Sophie Dulac **Satellite Venues** • Cannes: Special Fashion Film Aperitivo at Silencio • FIAF's Florence Gould Hall • New York Scope Art Fair with films by Michael Nyman • Copenhagen, CPH DOX • Antwerp, MoMu at MUSE • Mexico City, Trendsétera, Museo Franz Mayer • Paris, with Champs-Élysées Film Festival • Rome, AltaRoma



2015/16 ASVOFF 8 Paris Centre Georges Pompidou, Jury President: Jean Paul Gaultier. Jury members included Alain Mikli, Harold Koda, RANKIN, Stephen Jones **Satellite Venues** • Chicago at the Gene Siskel Film Center • Cannes: Fashion Film Cocktail at the Mouton Cadet Wine Bar • Boston: Museum of Fine Arts in Boston, • **Shanghai:** - The Mix Place, Shanghai and Shanghai Hengshan Cinema - Shanghai West Bund Art Space - Shanghai Himalayas Museum - Power Station of Art



2017 ASVOFF 9 NuBoyana Film Studio, Bulgaria, Jury President: Eric Daman. Jury members included Waris Ahluwali, Yoann Lemoine, Cuba Tornado Scott Grand Prize: Sean Baker for Kenzo **Satellite Venues** • Cannes: Fashion Film Cocktail at Mouton Cadet Wine Bar in the Palais des Festivals. • Palais Brongniart, Paris in collaboration with Blossom and Première Vision • Best Advertising – Petra Collins Gucci Dreamscape



2017 ASVOFF 10 Paris Club de l'Etoile/HQ Jean Paul Gaultier. Jury President: Rossy de Palma. President of honor Jean Paul Gautier. Jury members included Roger Avary, Patrice Haddad, Michele Lamy, ORLAN **Satellite Venues** • Rome, Palazzo Altemps • Bratislava



2019/20 ASVOFF 11/12 Paris *The festival was held online only on FNL Network*
2019: Jury President: Heron Preston Jury members included Ruven Afanador, Manish Arora, BryanBoy, Farida Khelfa **2020:** Jury President: Roger Avery Jury members included Maria De Medeiros, Cuba Tornado Scott



2021 ASVOFF 13 Paris 35/37, Jury President: Bruce LaBruce Jury members included : Daphne Guinness, André Walker, BryanBoy, LUTZ, Osei Bonsu, Pam Hogg, Rosin Murphy, Sara Sozzani-Maino, Susie Lau, Willy Ndatira **Satellite Venue** • Rome: Casa del Cinema in partnership with Romaison



2022 ASVOFF 14 Paris 35/37 Jury President: Caroline de Maigret President of Honor: Jean-Charles de Castelbajac Jury Members included: Jay-Jay Johanson, Ideservecouture, Jose Levy, Andrew Taylor-Parr, Klaus Stockhausen, Romain Eugene Campens, Djeason Valerio, Pam Hogg, Sara Driver, Laura Albert, Lucien Heritier, Matthieu Orlean, Cori Coppola, Miguel Villalobos, David Herman **Satellite Venue** •Berlin: Fotografiska

PAST + PRESENT SUPPORTING PARTNERS





**“Diane is a conduit
between now and
what’s to come.”**

**–TIM BLANKS, editor-at-large
for The Business of Fashion**

DIANE PERNET Founder

Diane Pernet is a world-renowned fashion critic and videojournalist 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 which since its inception in 2005 has become a ‘must-read’ in fashion and creative industry circles. In 2006 Pernet founded the first fashion film festival, YOU WEAR IT WELL and in 2008 launched ASVOFF. She 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”, Harmony Korine’s “The Lost Tape” for Balenciaga, Andrew Fleming’s “Emily in Paris”, and in Roman Polanski’s The Ninth Gate.

“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.

Diane Pernet, Founder
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www.asvoff.com



ASVOFF is a non-profit association governed by the July 1st, 1901 law, created in 2014 by Diane Pernet.

Soutenu par



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DE LA CULTURE**

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Fraternité*