



A FOUR DAY
CELEBRATION OF
FASHION, CULTURE
AND FILM

FOR IMMEDIATE RELEASE: IT'S A WRAP!

ASVOFF 17 erupted onto the cinematic stage at Dover Street Market Paris, electrifying attendees with its bold yet intimate examination of fashion's evolving narrative. This edition, orchestrated by Diane Pernet, transformed the festival into a pulse-quickening voyage through themes of mental health, AI innovation, activism, and queer visibility—proving that fashion film can be as radically political as it is visually sumptuous.

From the world premiere of “Heart of the Valley” to the debut of the MAC Beauty Prize, ASVOFF 17 delivered a program where every screening felt essential. The spotlight on mental health ripped through industry complacency with honest, sometimes harrowing works, while AI-generated films ignited the crowd with questions about technology's place in storytelling. Student filmmakers and Chinese creators shared the bill with established names, forging a fiercely inclusive platform that refused empty gestures of diversity.

The festival buzzed with conversation as performances, panel discussions, and a dynamic international jury—led by designer Willy Chavarria—turned screenings into spontaneous forums for debate and discovery. Live happenings, like Flavio Juan Núñez's performance, pulsed alongside passionate jury deliberations and afterparties curated for the creative vanguard.

This year's awards celebrated the best in innovation and storytelling. Winners included Maximilian Raynor (“Manor for Heaven”) for Best Student Film, Zhichao Gu (“Solemate”) for Best Chinese Fashion Film, and Yongqi Li for Best AI-Generated Film. The MAC Beauty Prize highlighted beauty as a radical artistic force, while other awards honored activism, mental health, and genre-pushing craft in editing, sound, and cinematography.

ASVOFF 17 was not simply a showcase—served as a mirror to contemporary. The festival's ability to harmonize radical inclusion reaffirmed its place arena, where stories linger long after



it was a call to action. Each film anxieties, aspirations, and activism. tradition, experimentation, and as fashion film's most cinematic the credits roll.

The awards honored a diverse array of films across categories, spotlighting youth activism, technological frontiers, and social justice.

- Best Climate Warrior KIDS Honourable Mention: Leith Berti – Leith's Vegetable Patch
Winner: Maël Henry – When My Wishes Come True
- Best Climate Warrior TEENS Winner: Francesca Daria Newman – Princess of Your Own Castle
- Best Student Film Honourable Mention: Basile Pelletier, Antoine Markovic – Jimmi, in the Meantime...
Winner: Maximilian Raynor – Manor for Heaven
- Best Chinese Fashion Film powered by ENG Winner: Zhichao Gu – Solemate
- Best AI-Generated Film Winner: Yongqi Li – OmniTrans.cam
- Best Mental Health in Fashion Winner: Eric Jiang – Three Aces
- Best Documentary powered by Chantelle Honourable Mention: Martine Fougeron – Teen Tribe
Winner: Carlos Jaramillo – Heart of the Valley



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- Best Fashion Activism Winner: Eric Gregory Braden – Blood on Your Hands
- Best Queer Archive Winner: Kane Kwik – Reflections
- Best Black Spectrum Winner: Christian Saint, Melissa Rouillé – Akosua Rouillé – Akosua
- Best Advertising Winner: Glen Luchford, Christopher Simmonds – Valentino ADV Fall 25 Campaign
- Best Acting Winner: Boa Campbell – Tales from the Bridge: The Misfit
- MAC Beauty Prize Winner: Alberto Vargas – La Latino
- Best Styling Winner: Emmanuel Affedzie – SKY
- Best Sound Design Winner: Steven Klein – Cut Throats
- Best Editing Winner: Alasdair McLellan – Saint Etienne – Take Me to the Pilot (edited by Vidoe Aljaz Babnik, Konstantinos Menelaou)
- Best Cinematography Winner: Vladislav Sinchuk – Hôtel Tangò
- Best Art Direction Winner: Max Gold – Out of Office
- Best Director Winner: Vasilis Katsoupis – Gamma Gamma – Avrio Vradý

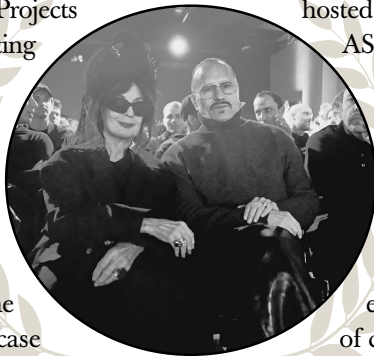
•**Grand Prize**

•**Winner: Anil Padia, Michael Mwangi Maina – Temple Road**

These selections, announced during a vibrant closing ceremony hosted by Pascal K. Douglas, underscored the festival's commitment to inclusive, forward-thinking cinema.

In 2025, Documentary Films were powered by Chantelle and the Chinese Fashion Film theme was powered by ENG, while Willy Chavarria and MATTE Projects hosted a film production panel that culminated in an after-party at Club Pamela, cementing ASVOFF 17 as both a creative laboratory and a social catalyst.

ASVOFF 17 thrived thanks to vital and reach. Partners included Adrian Cosmetics, Chantelle Paris, ENG Intl, Lotka and Co, Reference Paris, and Irish Design Week. Their category sponsorships—infused the prowess, ensuring a seamless showcase



collaborations that elevated its production Joffe, Dover Street Market Paris, MAC Concept Store, So Paris Hotel, Worldnet Studios, Fonds Pour Les Ateliers De contributions—from venue hosting to event with global flair and logistical of cinematic excellence.