

ASVOFF 13

DIANE PERNET

&

3537

PRESENT

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DECEMBER 1-3

PRESS RELEASE

ASVDF
13

FOR IMMEDIATE
RELEASE

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

A THREE-DAY PHYSICAL EVENT AT 35/37 TRIBUTE TO ASVOFF 13 GRAND JURY PRESIDENT BRUCE LABRUCE, 4 THEMED AWARD CATEGORIES CURATED BY BANDANA TEWARI, MELISSA ALIBO, AMBER JAE SLOOTEN X THE FABRICANT AND ALEXANDRA MURRAY-LESLIE.

DECEMBER 1-3, 2021



PARIS: November 15th, 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, in collaboration with 35/37, the 13th edition of the festival from December 1st - 3rd 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 COVID-19 pandemic, the virtual and online experiences have transitioned into a new digital format that will be held at the new Parisian art & cultural gallery 35/37. 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

LUTZ

Fashion Designer

Osei Bonsu

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

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

Nicholas Kemp

Senior Director of Marketing at Kino Lorber,
a leading art-house film distributor based in
New York

Alex Murray-Leslie

Performer and Educator, *Chicks On
Speed*

Lulu Kennedy

Founder and Director of Fashion East,
Consultant

Yu Masui

Fashion Writer, Consultant, Content
Creator

Daphne Guinness

An authority on fashion and the arts,
a model, collector, commentator and
muse

Suzanna Vock

Founder of the GWAND Sustainable
Fashion Festival

STUDENT JURY

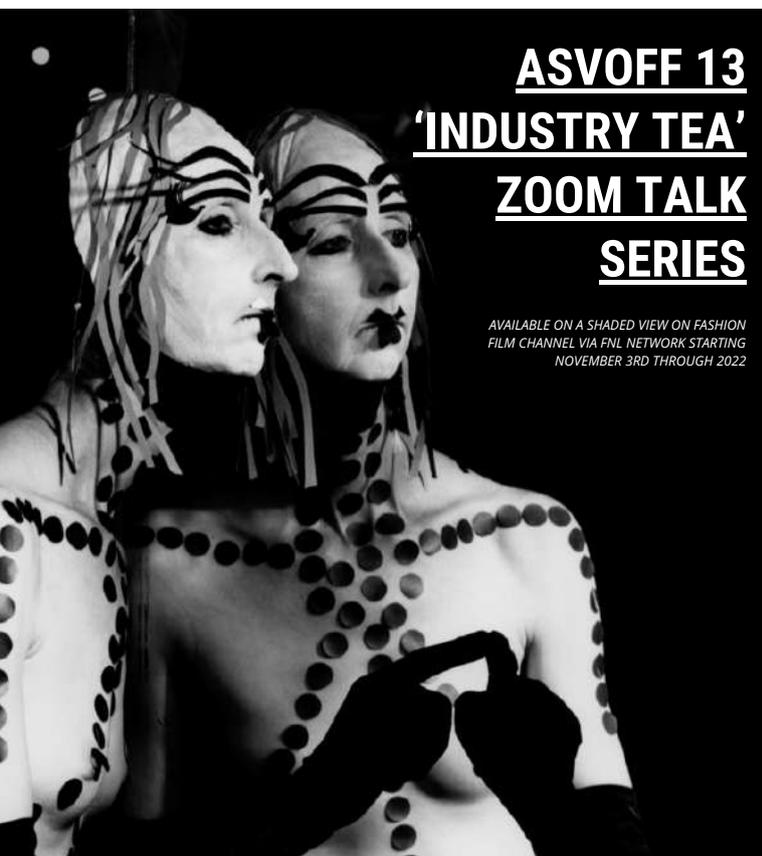
Camille Mervin-Leroy – Spatial designer and artist

Cori Coppola - Producer of fashion documentary “The House of Cardin”

Miguel Villalobos – Multidisciplinary artist, consultant and Instructor

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."

Luca Finotti in conversation with Niccolo Montanari, Jeffrey Jewels, Mao Xiaoxing and Madior Fall on Diversity and Inclusivity.

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.

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

A discussion around independent film distribution with David Ninh in conversation with Maxime Le Guillou

David Ninh is a former Senior Director of Press and Publicity at independent art house film distributor Kino Lorber. The discussion turns around independent film distribution. Notable campaigns Ninh has worked on include Oscar-nominated documentary feature Of Fathers & Sons (2019), Oscar-shortlisted international feature Beanpole (2020), and many Cannes, Berlinale, Sundance, Tribeca award-winning films. This interview took place May 27, 2021.



Antonio Contreras with Tanel Bedrossiantz –

The untold true story of Jean Paul Gaultier's muse Tanel Bedrossiantz, fashion's first gender fluid model. In his career, he has worked with some of the most influential people in arts and fashion. The long list includes names like Peter Lindberg, Tony Viramontes, Madonna who proclaimed Tanel as her favorite model on French TV: arguing he embodied both masculine and feminine energy and form. A video conversation took place between Antonio Contreras, the director and artist, and Tanel Bedrossiantz exclusively for ASVOFF 13.



Nasim Nasr with Loane –

Exchange thoughts on art and performance in the time of COVID. Nasim Nasr is Iranian-born Sydney-based artist who interrogates the different ways women can be invisible in plain sight. Nasr works across disciplines including photography, video and live performance. Loane is a Parisian singer/songwriter who made her first album *Jamais seule* on Virgin/EMI in 2008. She writes, composes, produces, sings and arranges. Her 3rd album "Alone" was released on the independent label Huit Heures Cinq (Feb 2019), surrounded by her sound engineer accomplices Ambroise Boret and Yann Arnaud. The artists Auden, Rose, Thousand, Elliot Bergman or Olivier Marguerit took part in the recording of some tracks as well as the director Michel Gondry in a duet on the track "Ne m'oubliez pas". She has created original music for films and has collaborated with Bardi Johannsson, Lenny Kravitz and composed music with the director Michel Gondry among others.



Themed category & **CURATORS**



Bandana Tewari



Amber Jae Slooten



Melissa Alibo



Alexandra Murray-Leslie

"Sustainability Activism" curated by Bandana Tewari in conversation with Florian Müller

What does change look like? And where can we expect change to inspire us? While education on sustainability may have yet to yield tangible and long lasting results, the importance of visual narratives cannot be underestimated when it comes to uniting publics around the values that need to eclipse the waste and excess and exploitation of leadership solely concerned with profitability. People's engagement and motivation to understand and protect the world around them has made industries like fashion, for instance, come under extreme scrutiny, and this program explores the "green wave" of filmmaking that is playing a role in shifting how we perceive these industries.

"Digital Fashion" curated by Amber Jae Slooten, co-founder of the Fabricant

The past years digital fashion has been rising from a mere blip to an entire industry set to change the preconceived notions of fashion forever. In the digital age, how is it possible fashion is still so physical and hardly explores itself beyond the physical realm? For ASVOFF 13 we're curating what fashion looks like in the metaverse, how we can dress our digital bodies and how this will take shape in the near future. Fashion does not need to be physical to exist and this category we ask to go beyond the obvious into the endless possibilities that the digital world brings.

"Black Spectrum" curated by Melissa Alibo in conversation with Imani Dennison, Meji Alabi, Ebeneza & Tayo Rapoport

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? For ASVOFF 13, Melissa Alibo, PR and marketing consultant curated a program unveiling the narrative of Black artists from different backgrounds, cultures, and horizons. The core idea of this project is to sublimate the common thread, feelings, and cognitive mechanisms that unite or perhaps get distorted within the narrative. Their creative vision, interpretation of ordinary moments of life, raw beauty, and idealism mark the transition into a world where authenticity prevails.

"Fashion Moves" curated by Alexandra Murray-Leslie

An exploration with filmmakers, artists, and scientists on how fashion moves societal challenges. What are the possibilities of where critical fashionable bodies can take us, new imaginaries, better worlds? Within Fashion Moves there are 3 curated sections: 1- films that reconsider production, consumption, and waste in our current complex moment. Speculative representations of better worlds for the fashion industry to imagine and work towards. 2- films that present a lively moving fashion body that encounters a world of many worlds from microbial entanglements to more than human spirit animals to biohacking. 3. DIY Feminist & non-binary self-expressive fashion films mad through spontaneous socially mediated ways of pop music, styling, and choreography such as TikTok, etc.

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
- ORLAN
- 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
- Dior Homme
- Balmain
- Undercover
- Christian Dior
- Gucci
- Prada
- Miu Miu
- Dries Van Noten
- Givenchy
- Calvin Klein
- Yohji Yamamoto
- Jean Paul Gaultier
- Iris van Herpen
- Stephen Jones
- Valentino

ABOUT DIANE PERNET

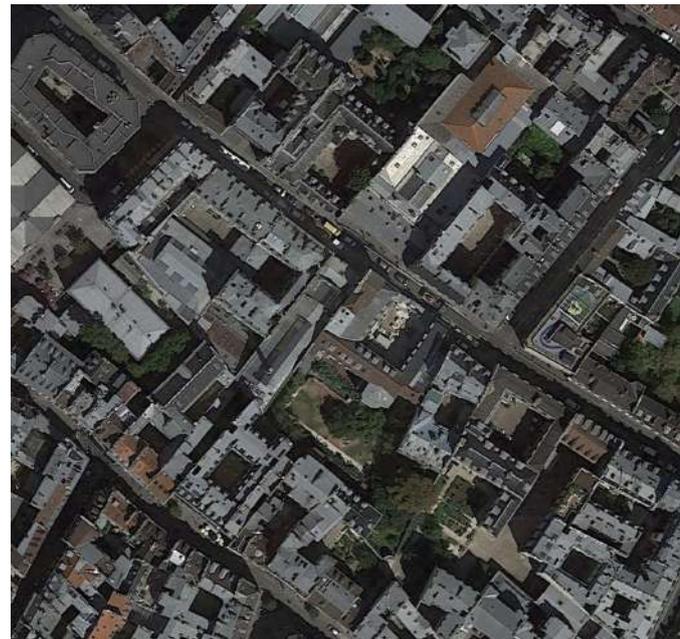
Diane Pernet is a world-renowned fashion critic and video journalist based in Paris, France. Previously a photographer and fashion designer, she now acts as a documentary filmmaker, talent scout, and fashion blogger. Pernet was one of the earliest fashion journalists to embrace the power of the internet, 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."

ABOUT 35/37

35/37 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 fashion, 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 1-3 December 2021, 35/37 will present ASVOFF 13.

Instagram @3537.org



Press images
[here](#)

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DECEMBER 1-3
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35/37 WEBSITE [HERE](#)
TICKETS [HERE](#)

