

NOVEMBER

07

NOVEMBER

10



**XM!!!**

16<sup>th</sup>  
EDITION

DOVER  
STREET  
MARKET  
PARIS  
35/37

ON  
A  
VIEWED  
SHADE

FASHION  
FILM  
2024



**ASVOFF 16**  
**NOVEMBER 7-10**  
DOVER STREET MARKET PARIS  
35/37 RUE DES FRANCS BOURGEOIS



The 16th edition of ASVOFF will take place from November 7 to November 10 at the Dover Street Market in Paris, 35/37 Rue des Francs Bourgeois.

Over four days **more than 130 films** will be screened at **ASVOFF (A Shaded View on Fashion Film)**, the world's first film festival dedicated to fashion, style and beauty. Emerging filmmakers and legendary directors from across the globe are evaluated by a jury of fashion, film, and design luminaries who select finalists for best-in-category recognition.



Michèle Lamy



Fecal Matter



Ly.as

Jury members include **Michèle Lamy** as President, **Elias Medini** alias **Ly.as**, **Bina Daigeler**, **Bob Recine**, **Fanny Fragu**, **Loane**, **Matt Lambert**, **Matthieu Orléan**, **Harry Goaz**, **Jay Jay Johanson**, **Steve Olson**, **Pascal K Douglas**, **Fecal Matter** et **Sylvie Lancrenon**.

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Among the many documentaries on show will be **"Quant"** a documentary film directed by **Sadie Frost** that pays tribute to the iconic British fashion designer **Mary Quant** which will be screened opening night.

**"Happy Clothes"** a documentary film directed by **Michael Selditch** that showcases **Patricia Field's** creative process as a costume designer for shows like *Sex and the City*, *Emily in Paris* and *The Devil Wears Prada*.



**"Siberian Dream"** by **Janet Paxton Gardner** that tells the story of model and activist, **Irina Pantaleva** growing up in Soviet Siberia to her experiences in the fashion world of Paris and eventually settling in New York.

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In addition to a curation of short films, out of competition films, feature films and student films, **there are eight themes this season which include:**

- Mental Health in Fashion
- Black Spectrum
- AI Generated Films
- Chinese Fashion Films
- The Queer Archive
- (UP) Loaded from the Corporal to the Virtual
- Climate Warriors for Kids and Teens.

**November 7th**, before the official opening, **“Fashioned Out”** will be screened a project commissioned by Galeries Lafayette in 2002 for those of you that would like to see what fashion was like 22 years ago in Paris, Milan, New York and London.

Also big news this edition **Goldfinch Entertainment** and **Dreamtown** will present two awards at the festival:

- **Goldfinch Writer’s Award**

Celebrating Excellence in Film Writing the award seeks to discover and nurture new voices in film, which includes one-on-one mentorship, project development and industry exposure and a cash prize of : €1000.

- **The Dreamtown Innovator Award**

It is designed to honor and support filmmakers with bold, innovative ideas and will help secure a development deal with Dreamtown transforming short films into feature films, with comprehensive project support, industry mentorship and showcase opportunities as well as a cash prize of : €1000. The jury for the Dreamtown Innovator Award will be led by Ben Charles Edwards, with Kirsty Bell and Michelle Arnusch as jury members.

DIANE PERNET PRESENTS

# ASVOFF

A SHADED VIEW ON FASHION 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.

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, 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 programme.**



DIANE PERNET PRESENTS

# ASVOFF

A SHADED VIEW ON FASHION FILM

ASVOFF has brought together **trailblazers** and **legendary figures** such as Jean Paul Gaultier, Rossy de Palma, Jay Jay Johanson, Roger Avary, Caroline de Maigret, Chris Cunningham, Tilda Swinton, Nick Knight, Erwin Olaf, Róisín Murphy, Nobuyoshi Araki, Steven Klein, Mike Figgis, Chloë Sevigny, Max Vadukul, Bruce Weber, Dita Von Teese, Ryan McGinley, Larry Clark, Serge Lutens, Steven Meisel, Inez Van Lamsweerde & Vinoodh Matadin, Charlize Theron, Lisa Eisner, Bettina Rheims, Ellen von Unwerth, Kristen McMenamy, Bryan Adams, Walter Pfeiffer, x Daphne Guinness, Yi Zhou, Cara Delevingne, Sean O'pry, Irina Shayk, Drew Barrymore, Jim Jarmusch, Lara Stone, Faye Dunaway and Ultra Violet as well as fashion heavyweights Chanel, Saint Laurent, Balenciaga, Comme des Garcons, Maison Martin Margiela, Lanvin, Stephen Jones, Gucci, Prada, Miu Miu, Dries Van Noten, Givenchy, Calvin Klein, Yohji Yamamoto, Charlie le Mindu, Dior Homme, Haider Ackermann, Armani, Viktor & Rolf, Balmain, Undercover, Christian Dior, Diesel, Alexander McQueen, Iris van Herpen, and Mr. Pearl among many others.



## About Diane Pernet



**Diane Pernet** is a world-renowned **fashion critic** and **video journalist** based in Paris. Previously a photographer and fashion designer, **she now acts as documentary filmmaker, talent scout and fashion blogger.**

Diane 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](http://www.asvof.com)) which since its inception in 2005 has become a 'must-read' in fashion and creative industry circles.

Pernet was recognised in 2008 for being a **pioneer in digital media** when she was chosen as one of three influential global 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 recognisable 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'.

While contributing to some of the most highly-acclaimed fashion magazines and pioneering online media, **Diane 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 is becoming 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 of The Business of Fashion. *"So actually, Diane is a conduit between now and what's to come."*

## About Dover Street Market



**Dover Street Market Paris**, opened in May 2023, is an avant-garde concept store founded by Rei Kawakubo and Adrian Joffe, located in the Marais district.

**This innovative retail space merges fashion with art and culture**, offering a unique shopping experience that defies traditional retail norms. Unlike conventional stores, it features a fluid layout where products from various luxury and emerging brands are displayed without logos or price tags, creating an immersive environment akin to an art gallery.

In addition to fashion, Dover Street Market Paris hosts **cultural events and exhibitions**, further emphasizing its role as a creative hub. The store aims to celebrate creativity across multiple disciplines, making it a must-visit destination for fashion enthusiasts and art lovers alike. **This will be the 4th edition of ASVOFF held at DSMP.**







The festival, which showcases the best of fashion, beauty and style has been recognized for its contribution to the cultural heritage of France.

The endorsement by the **Ministry of Culture** is a significant achievement for the festival, which has been showcasing what is most relevant in fashion, culture through the medium of film since its inception. The recognition of the festival's cultural importance by the French government is a testament to the dedication and hard work of Diane Pernet and her team.

*"We are thrilled to receive this recognition from the French Ministry of Culture," said Diane Pernet, founder and director of the festival. "ASVOFF is a celebration of the creativity and diversity of fashion and style on film, and we are proud to be able to share it with audiences in France and around the world."*



# MINISTÈRE DE LA CULTURE

*Liberté  
Égalité  
Fraternité*

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**PRESS CONTACT:**

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The logo for ASVOFF 16 is centered within a large yellow circle. It features the text 'ASVOFF' in a bold, black, serif font. The number '16' is rendered in a large, red, stylized font that overlaps the 'S' and 'V' of 'ASVOFF'. The '1' is a simple vertical bar, while the '6' has a decorative, curved top and a circular bottom loop.

The festival is **open to the public**, who can purchase tickets via the following link:

<https://filmfreeway.com/ASVOFF/tickets>