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**New Fashion Film Strand: Presented by ASFF and London College of Fashion**

The BAFTA Qualifying Aesthetica Short Film Festival (ASFF) has teamed up with London College of Fashion to establish a new fashion film strand at this year's event, showcasing inspirational collections, stories and behind-the-scenes glimpses of the creative process at designer stores.

For the first time at ASFF, visitors will be able to experience the glamour and style of fashion films produced by top-end names such as Vivienne Westwood, Swarovski, Louis Vuitton, Trager Delaney, Topshop, River Island, Karen Millen, Triwa watches and Hub Footwear.

Stars from the fashion world give stellar performances in the line-up of films, and include model and actor Lily Cole in Lorna Tucker's *Red Shoes*, inspired by Vivienne Westwood's Climate Revolution. Sponsored by London College of Fashion, the new strand establishes a place for serious discussion about fashion film – its responsibility to society and impact upon visual culture – and also provides a rare chance to see sensational fashion content.

Feel inspired and learn more about the power of fashion film by joining a masterclass with fashion filmmaker and curator Kathryn Ferguson. A member of the British Fashion Council Fashion Film panel, Ferguson has worked on productions for Selfridges, Chloe and Lady Gaga and will draw upon her extensive experience to dispense industry tips from the sector. Also joining ASFF this year, as part of its hosted networking sessions, is Costume Designer Wendy Benstead, who has worked extensively with Jessie J, Paloma Faith and Kimberley Wyatt as well on advertising campaigns for companies such as Baileys, Film 4 and MTV.

The fashion film programme is complimented by ASFF's second new strand, which presents an international platform for the representation and exploration of advertising films. Films will be shown by leading agencies including Partizan, Solab and White Lodge and will be contextualised in an introduction to the inaugural screenings on Friday 7 November by two filmmakers from Ridley Scott Associates and Sara Wilson, Stylist & Photography Manager at luxury fashion house Jigsaw.

This stylish collection of films reflects a continued interest of Aesthetica Magazine in recognising the creativity and innovation involved in the fashion and design industry. The publication has often highlighted important exhibitions such as *Hello my name is Paul Smith* at the Design Museum and *The Future of Fashion is Now* at the Museum Boijmans Van Beuningen in Rotterdam. ASFF's new fashion film line-up creates a timely focus on this genre as creators are playing with its identity and redefining its possibilities.

08/10/2014 – For immediate release

- View and share the **ASFF 2014 Programme**: <http://tinyurl.com/nrrf8sq>
- Watch and share the **ASFF 2014 Trailer**: <http://vimeo.com/107942123>
- **Festival tickets and passes** are available from [www.asff.co.uk/tickets](http://www.asff.co.uk/tickets)
- Join the conversation [@asffest](https://twitter.com/asffest) and [www.facebook.com/aestheticamagazine](http://www.facebook.com/aestheticamagazine)

### **Notes to Editors:**

1. ASFF 2014 runs 6 - 9 November across the city of York
2. Festival website [www.asff.co.uk](http://www.asff.co.uk) and tickets [www.asff.co.uk/tickets](http://www.asff.co.uk/tickets)
3. BAFTA website [www.bafta.org](http://www.bafta.org) and [CLICK HERE](#) for information on BAFTA short film categories
4. Special events include Yorkshire Film Archive: Remembrance Sunday, Creative England iShorts, guest countries: Iraq, Japan and Lebanon, and official selections from short film festivals: Internationale Kurzfilmtage Winterthur and Clermont-Ferrand Film Festival
5. Industry events include masterclasses, daily networking sessions, Meet the Film Festivals and Meet the Filmmakers
6. Festivals in attendance: Sheffield Doc/Fest, Berwick Film and Media Arts Festival, , British Urban Festival, Oberhausen Film Festival, London Short Film Festival, Bradford Animation Festival, FlatPack Film Festival, Encounters, Animated Exeter, Beginning Film Festival, Cabriolet Film Festival, Castellinaria, ÉCU – The European Independent Film Festival, Edinburgh International Film Festival, European Animated Film Festival Balkanima, Garden State Film Festival, The Pennine Film Festival Raindance Film Festival, Short Shorts Film Festival & Asia, Clermont Ferrand Short Film Festival, International Kurtzfilmtage Winterthur.
7. The festival is produced by Aesthetica Magazine. Visit [www.aestheticamagazine.com](http://www.aestheticamagazine.com)
8. ASFF's main sponsor is York St John University. Other sponsors include BFI, City of York Council, Arts Council England, The Guild of Television Cameramen, The Great British Sasakawa Foundation, Japan Foundation, Embassy of Switzerland in the United Kingdom, Creative England, Thirteen Thirty One, Brandy Brown's Little Cinema, York Means Business, University of the Arts London, London College of Fashion, Film Hub North, Reel Cinema, Middletons Hotel, The National Centre for Early Music, National Trust, Grand Central, One&Other, York Theatre Royal, City Screen Picturehouse York and Visit York. To see the full list visit [www.asff.co.uk/partners](http://www.asff.co.uk/partners)

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