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**Outstanding Fashion Films Recognised With Awards**

**At Aesthetica Short Film Festival 2014**

A new Fashion Film strand was presented at the BAFTA Qualifying [Aesthetica Short Film Festival](#) (ASFF) 2014 in partnership with [London College of Fashion](#) for the first time in the festival's history, giving audiences the opportunity to experience the creativity and innovation evident in this growing genre.

Filmmakers, industry and audiences gathered in the beautiful ballroom at the De Grey Rooms on Sunday evening as the top films in each genre were recognised with an award. The Fashion programme attracted a large number of high quality entries and the competition was fierce with films by leading brands such as Vivienne Westwood, Swarovski, Louis Vuitton, Trager Delaney, River Island and Topshop.

Alex Turvey received the **Best Fashion** prize for his observations on the model collective Justanorm with designs by Joseph Turvey for [River Island](#) produced by [White Lodge](#). Leading creative agency White Lodge is a dedicated division within Blink Productions with a focus on creating high-end fashion content for premium brands. The Director of White Lodge Stephen Whelan collected the award on behalf of Alex Turvey to a tumultuous ovation from the crowd.

A second new strand for the festival's fourth edition was Advertising, established to celebrate inventive and compelling forms of storytelling and use of aesthetics as well as to offer an insight into the working practices within the advertising industry. The award for **Best Advertising** film went to *The Directors Project* by Ben Marshall. An exploration of photography and film with luxury clothing store [Jigsaw](#), this insightful film highlights the creative process behind the scenes and emphasises the role that film can play in brand image.

Thousands of visitors were attracted to the city of York from Thursday 6 to Sunday 9 November to experience exceptional short film with fashion being a big draw for budding practitioners and students from London, Manchester, Leeds and Edinburgh. Kathryn Ferguson, a fashion filmmaker and curator who has worked with Selfridges, Chloe and Lady Gaga, gave a stimulating masterclass on the impact of fashion film on wider visual culture.

Other important fashion speakers at ASFF included Marits Roberts, Marketing Manager at British Fashion Council, who gave an introduction to contextualise the films in the first fashion film screening alongside Stephen Whelan from White Lodge. Festival audiences also connected with Wendy Benstead in Networking Sessions. A costumier of stage and screen, Benstead is fast becoming the designer that stars and companies turn to when looking for a unique and bespoke costume solution. Working across genres, her credits have included the stage version of *Sister Act*, and the film *The Quiet Ones*, her commercial work includes advertisements for MTV, Schweppes, Film4, Sony Playstation, Asda and memorably the cream coloured bespoke gowns in the Baileys Advert.

As a prominent international festival, ASFF is a great ambassador for film culture in the UK and now is a key destination to discover the very best fashion films from across the world

while meeting the faces behind some of the top fashion organisations. Festival attendees included a diverse mix of industry professionals, young families, film fans, students, tourists and more, some travelling from as far afield as Brazil, USA, Australia and Japan.

Excitement builds for next year's festival, which will be the fifth anniversary of ASFF. Cherie Federico, Festival Director, comments: "With the fantastic support of London College of Fashion we launched the fashion film strand this year at ASFF and are thrilled by its immense success, from the quality of films created by top brands to the speakers representing leading organisations in the industry. With the fifth anniversary of the festival on the horizon, we can't wait to start planning the industry events and developing the fashion film strand for next year."

### **ASFF 2015 opens for entries on 1 December. ASFF is a BAFTA Qualifying Festival.**

- ASFF 2014 Trailer: <http://vimeo.com/107942123>
- ASFF 2014 Programme: <http://tinyurl.com/nrrf8sq>
- [@asffest](#) and [facebook/aestheticamagazine](#)

#### **Notes to Editors:**

1. ASFF 2014 ran 6 - 9 November across the city of York. Visit [www.asff.co.uk](http://www.asff.co.uk)
2. ASFF 2014 screened over 350 films from 40 countries worldwide, including USA, Canada, Australia, Japan, Iraq, Israel, Lebanon, Spain, Italy, Brazil, Switzerland, France, Germany and the UK.
3. ASFF 2014 categories: advertising, animation, artists' film, comedy, documentary, drama, experimental, fashion, music video and thriller as well as a Family Friendly Programme.
4. ASFF 2014 Winners:

**Best Thriller** – Michael Pearce, *Keeping Up with the Joneses*

**Best Animation** – Alan Holly, *Coda*

**Festival Winner** – Alan Holly, *Coda*

**People's Choice** – Kathryn MacCorgarry Gray, *The Wolf, the Ship and the Little Green Bag*

**York Youth Vote** – Phil Drinkwater and Tim Woodall, *How to Disappear Completely*

**Best Fashion Film** – Alex Turvey, *River Island X Joseph Turvey (Feat. Justanorm)*

**Best Advertising** – Ben Marshall, *The Directors Project*

**Best Experimental** – Harold Hutter, *Léthé*

**Best Artists' Film** – Danilo Godoy, *Forgotten Memories from the End of the World*

**Best Music Video** – Robert Hackett, Public Service Broadcasting: *Night Mail*

**Best Documentary** – Lindsay Blatt, *Herd in Iceland*

**Best Drama** – Martin-Christopher Bode, *Eine Gute Geschichte (A Good Story)*

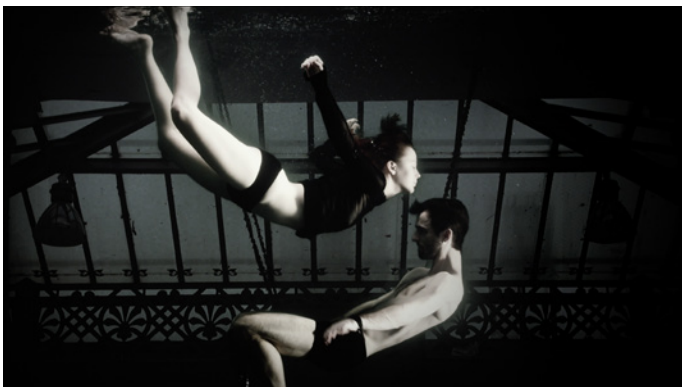
**Best Comedy** – Benjamin Bee, *Girl Power*

5. Special events included Yorkshire Film Archive: *Filmed and Not Forgotten*, Creative England iShorts as well as screenings by guest countries: Iraq, Japan and Lebanon. There were also official selections from leading short film festivals Internationale Kurzfilmtage Winterthur and Clermont-Ferrand Film Festival.
6. Fashion and advertising industry events included masterclasses with Kathryn Ferguson and Ridley Scott Associates, introduced screenings with Marits Roberts, Marketing Manager at British Fashion Council and Stephen Whelan, Director at White Lodge, plus networking sessions with leading costumier Wendy Benstead.
7. Festivals in attendance at ASFF 2014 included Animated Exeter, Berwick Film & Media Arts Festival, Borderlines Film Festival, Bradford Animation Festival, British Urban Film Festival, Cabriolet Film Festival, Castellinaria, Edinburgh International Film Festival, Encounters Short Film and Animation Festival, European Animated Festival Balkanima, Flatpack Film Festival, Garden State Film Festival, Internationale Kurzfilmtage Oberhausen, Kendal Mountain Festival, London Short Film Festival, Pennine Film Festival, Raindance, Sheffield Doc/Fest, Short Shorts Film Festival & Asia.
8. The festival is produced by Aesthetica Magazine. Visit [www.aestheticamagazine.com](http://www.aestheticamagazine.com)
9. 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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Screenshot from *y2o*, 2013.  
Directed by Dominique T Skoltz (Skoltz Inc), Canada.  
Experimental (Dance) Finalist in ASFF 2014.



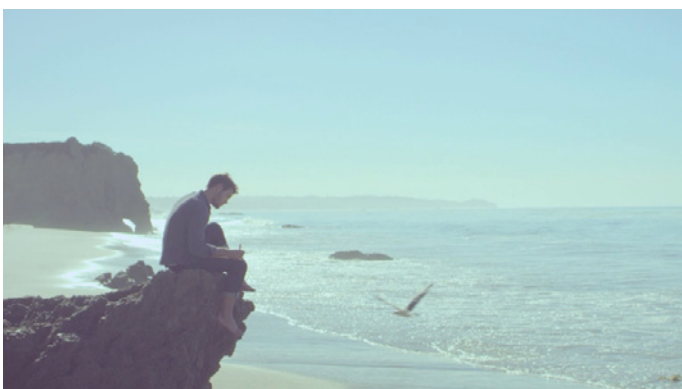
Screenshot from *Glace Crevasse et Dérive*, 2013  
Directed by Albert Girard / Chantal Caron (Fleuve Espace Danse), Canada.  
Artists' Film Finalist in ASFF 2014.



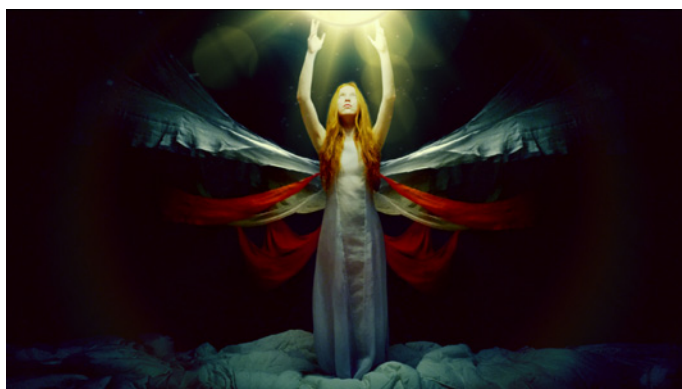
Screenshot from *Léthé*, 2014.  
Directed by Harald Hutter (Scotland Screen Academy), France/Scotland.  
Experimental Finalist in ASFF 2014.



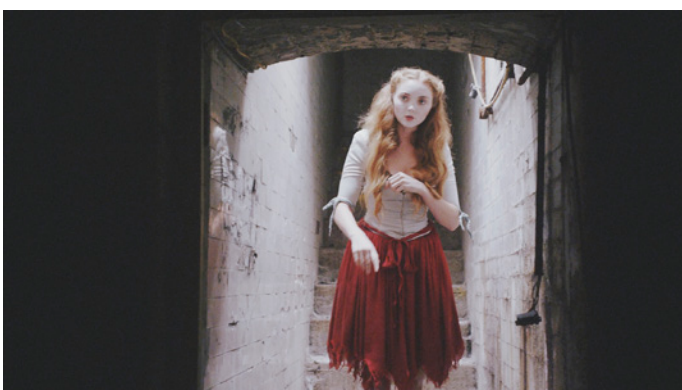
Screenshot from *Faint*, 2014.  
Directed by Natalie Plaskura (Independent), Germany.  
Artists' Film Finalist in ASFF 2014.



Screenshot from *Louis Vuitton City Guides*, 2014.  
Directed by Romain Chassaing (Solab), France.  
Advertising Finalist in ASFF 2014.



Screenshot from *Matin Lunaire*, 2014.  
Directed by Clément Oberto (Oversteps Production), France.  
Fashion Finalist in ASFF 2014.



Screenshot from *Red Shoes*, 2013  
Directed by Lorna Tucker (Finished Films), UK.  
Fashion Finalist in ASFF 2014.



Screenshot from *Viviente*, 2013.  
Directed by Ivalo Frank (Independent), Germany.  
Experimental Dance Finalist in ASFF 2014.