

**Fashion Films and Creative Content at the BAFTA Qualifying Aesthetica Short Film Festival:
5 to 8 November, York, UK**

In keeping with the pioneering approach of the festival and its continued commitment to showcasing the breadth and diversity of the short film industry, the [BAFTA Qualifying Aesthetica Short Film Festival](#) presents an outstanding line-up of fashion films and a fantastic array of masterclasses on fashion and branded content, in partnership with [Creative Skillset](#).

Returning for the second year at ASFF, the Fashion Film Strand includes 24 films by top brands, featuring *Pinch Me* for **Ted Baker** by Crowns and Owls (White Lodge), *One Day* by Mototake Makishima celebrating Toogood's Collection 002 at **Selfridges**, and *River Island x Jean Pierre Braganza* by DVEIN (White Lodge).

These films are complimented by the Advertising Film Strand, which marks the genre's evolution as a key player in the international short film circuit with works from leading organisations such as **Vanity Fair, Reebok, Renault** and **Lush**. Here, filmmakers draw upon the aesthetic, identity and corporate values of brands and products to demonstrate that serving a commercial brief need be no barrier to imagination or expression.

ASFF is hosted by *Aesthetica Magazine*, one of the UK's leading publications for photography, fashion, lifestyle and design. Intelligent, beautiful and informative, *Aesthetica* champions and spotlights established practitioners through stunning visual portfolios and critical debate. The festival offers a further platform to showcase and appreciate the sheer creativity of contemporary design.

With a dynamic masterclass programme, ASFF also invites audiences into a dialogue to discuss the role of film in the fashion industry and in turn how this impacts upon visual culture at large. Production company White Lodge (*Vogue*, Karen Millen and Louis Vuitton) joins ASFF to explore how best to develop a consistent brand voice through visual imagery and video.

The festival also welcomes Toby Dye from Ridley Scott Associates, who has directed an acclaimed catalogue of distinctive work collaborating with brands such as American Express, Sky and McDonald's who will reflect on the creative process behind promos, working to a brief and the connection between narrative and advertising.

Cherie Federico, Festival Director says: "Advertising, creative content, fashion and brands are a vital aspect of the film industry, both providing a vast amount of work for filmmakers and also encouraging and creating some of the most exciting work out there. ASFF has a specially curated selection of events and films designed to help filmmakers navigate the corporate word and to learn how to integrate and create branded content without sacrificing creativity."

Curious audience members will find much to delight and inspire in this year's Fashion Film and Advertising collections, and filmmakers will benefit from the insights and advice of leading producers already working in these competitive and highly rewarding industries.

There are many ticket options, including an Unlimited Four Day Screening Pass, Family Pass, One Day Pass and a Single Screening Ticket. Visit www.asff.co.uk/tickets to buy online by 3 November.

Festival Passes and event tickets will also be available from the Festival Hub, Visit York, 1 Museum St, York, from 5 November.

ENDS

ASFF is delighted to partner with Creative Skillset for the Fashion Film Strand:



Developing world class talent

- View the ASFF Programme: <http://aestheti.cc/m24ks>
- Share the ASFF Trailer: <http://aestheti.cc/trailer2015>
- Download ASFF Press Images: <http://aestheti.cc/q7ghy>
- Connect with ASFF: [@asffest](#) and [facebook.com/aestheticamagazine](https://www.facebook.com/aestheticamagazine)

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Notes to Editors

1. ASFF is a BAFTA Qualifying Film Festival
2. ASFF 2015 runs 5 – 8 November 2015 in York, UK
3. Venues include: York St John University, King's Manor, City Screen York, National Railway Museum, Grand Opera House, Friargate Theatre, The National Centre for Early Music, Thirteen Thirty One, St. Peters School, Bootham School, Yorkshire Museum, Reel Cinema, Barley Hall, The Organ Factory at Middletons Hotel, Explore York. For more information visit www.asff.co.uk/venues-2015
4. The Festival Hub is located at Visit York, 1 Museum St, York. Opening times: Thursday 5 – Sunday 8 November, 9am – 5pm www.visit-york.org
5. Partners and supporters include: York St John University, BFI, City of York Council, York Science Park, University of Arts London, Grand Central, Creative England, Joseph Rowntree Foundation, Creative Skillset, The Guild of Television Cameramen, Brandy Brown's Cinema, York Museums Trust, Visit York, York Conferences, Riding Lights, Mosaic Events, Firefly, According to McGee, New Visuality, Make it York, York Means Business, Richer Sounds, Transdev, Shooting People, The Advertising Bike Company, Cellhire, BFFF, Tate, Hepworth Wakefield, Popchips, Taylors of Harrogate. See all partners www.asff.co.uk/partners
6. Hotel partners: Marriott York, Middletons Hotel, Holiday Inn York, The Grange York
7. Media Partner: One&Other
8. ASFF 2015 will screen 300 films spanning 11 genres: advertising, animation, artists' film, comedy, dance, documentary, drama, experimental, fashion, music video and thriller. There is a family friendly programme
9. All films in the Official Selection are in competition for: Best of Fest, People's Choice and Best of Category awards
10. The VIP Opening Night is on 5 November and the Awards Ceremony is on 8 November
11. Industry delegates include representatives from Channel 4, Warp, Rankin Film, Ridley Scott Associates, Oscar and BAFTA Award Winning VFX giant Framestore (Gravity, Guardians of the Galaxy), Association of Camera Operators (Star Wars, James Bond) RADA, Little White Lies and more. See www.asff.co.uk/tickets
12. Meet the Film Festivals attendees include: Edinburgh International Film Festival, Encounters, Glasgow Short Film Festival, London Short Film Festival, Raindance, Castellinaria in Switzerland. For the full list see www.asff.co.uk/asff2015/meet-the-film-festivals