
LA
FASHION
FILM
FESTIVAL

INCLUSIVE

POWERFUL

FORWARD

CONNECTED



**THE FUTURE
IS INCLUSIVE.**

SIMPLE BUT POWERFUL.

LAFFF

LOS ANGELES

THE GIST OF IT

A LITTLE BIT ABOUT LAFFF

The LA Fashion Film Festival is the latest cultural initiative by [kulturspace](#). Celebrating the dynamic medium of fashion film, LAFFF showcases films featuring themes of fashion, beauty, culture and lifestyle. The progressive festival advocates for an open, creative and inclusive society while placing the spotlight on artistic fashion applications in the digital era. Paying homage to its LA roots, LAFFF was conceived as a platform to promote the city's rightful spot on the fashion map.

While moving images continue to dominate as the most popular online medium, fashion films are emerging as the new channel for brand communication. From traditional advertising films and music videos to short experimental and even abstract productions, the wide spectrum of genres appeal to consumers, manufacturers and designers across the industry.

LAFFF aims to inspire cinematic productions that challenge conventional displays and perceptions of fashion.

LET'S BREAK IT DOWN

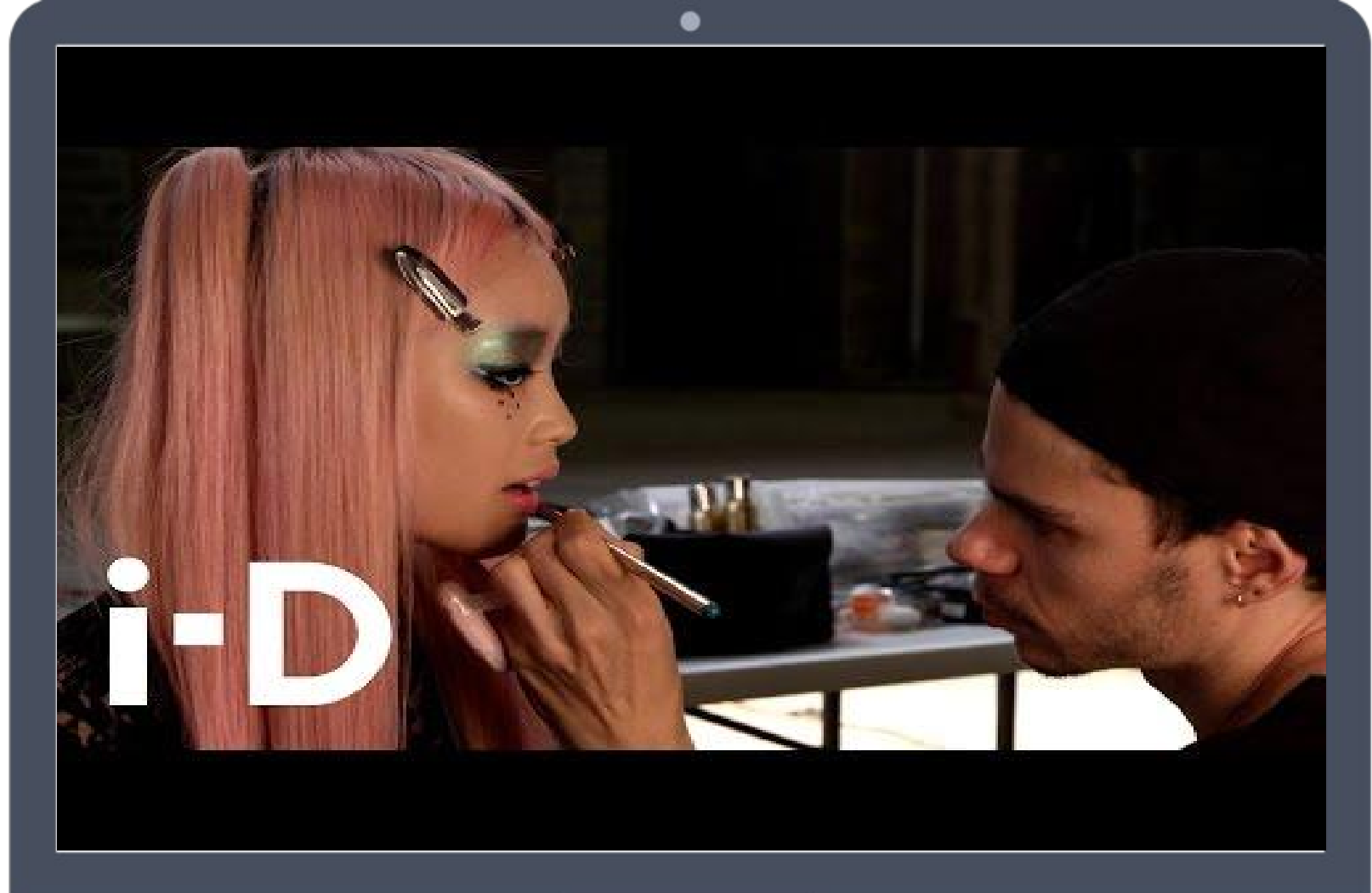
WHAT IS A FASHION FILM?

IN SIMPLE TERMS

Conceptually, fashion film is a hybrid that spans several genres. A fashion film can be a film produced by a designer, photographer, artist or a brand. It can feature fashion in the lead role or as a supporting character. Fashion films can be silent movies, documentaries, feature films or contemporary art films. Whatever the format or structure, a fashion film showcases garments, designs, and costumes using the medium of film, making fashion an essential part of the visual narrative.



Thoughts on Fashion Film - Nick Knight



How A Fashion Film Is Made

LA'S FIRST CONNECTED FASHION FILM EVENT

THE FESTIVAL

Welcome to the Connected Future of Fashion, Film, Branding and Consumerism

Technology continues to revolutionize the way we consume information and make purchase decisions. **LAFFF is here to foster greater fusion between fashion and film producers in order to reach and engage better with the connected consumer.**

Two days of immersive experiences in Downtown LA carefully crafted for the audience to interact with brands, thought leaders and influencers from different sectors of the fashion industry. In-keeping with the theme of inclusion, the festival seeks to encourage meaningful exchanges between consumers and industry professionals in a range of different settings.

Offering a dynamic line-up of activities to cater to our diverse community, LAFFF facilitates thought-provoking conversations and exchange of ideas on the constantly evolving fashion trends in our current age of digital connectivity.



LAFFF AND OUR FUTURE.

WHAT.

Debuting in Summer/Fall of 2018, LAFFF will provide an immersive experience through live and online screenings of select finalists, as well as a series of dialogues between filmmakers, industry leaders, digital innovators and members of our influential jury.

The 2-day festival will offer a carefully curated line-up of activities to demonstrate the influential role of fashion film in crafting memorable user experiences.

In tandem with its theme of inclusion, LAFFF will provide a rare opportunity for consumers to engage with fashion producers and designers in what would typically be an exclusive, invitation-only event.

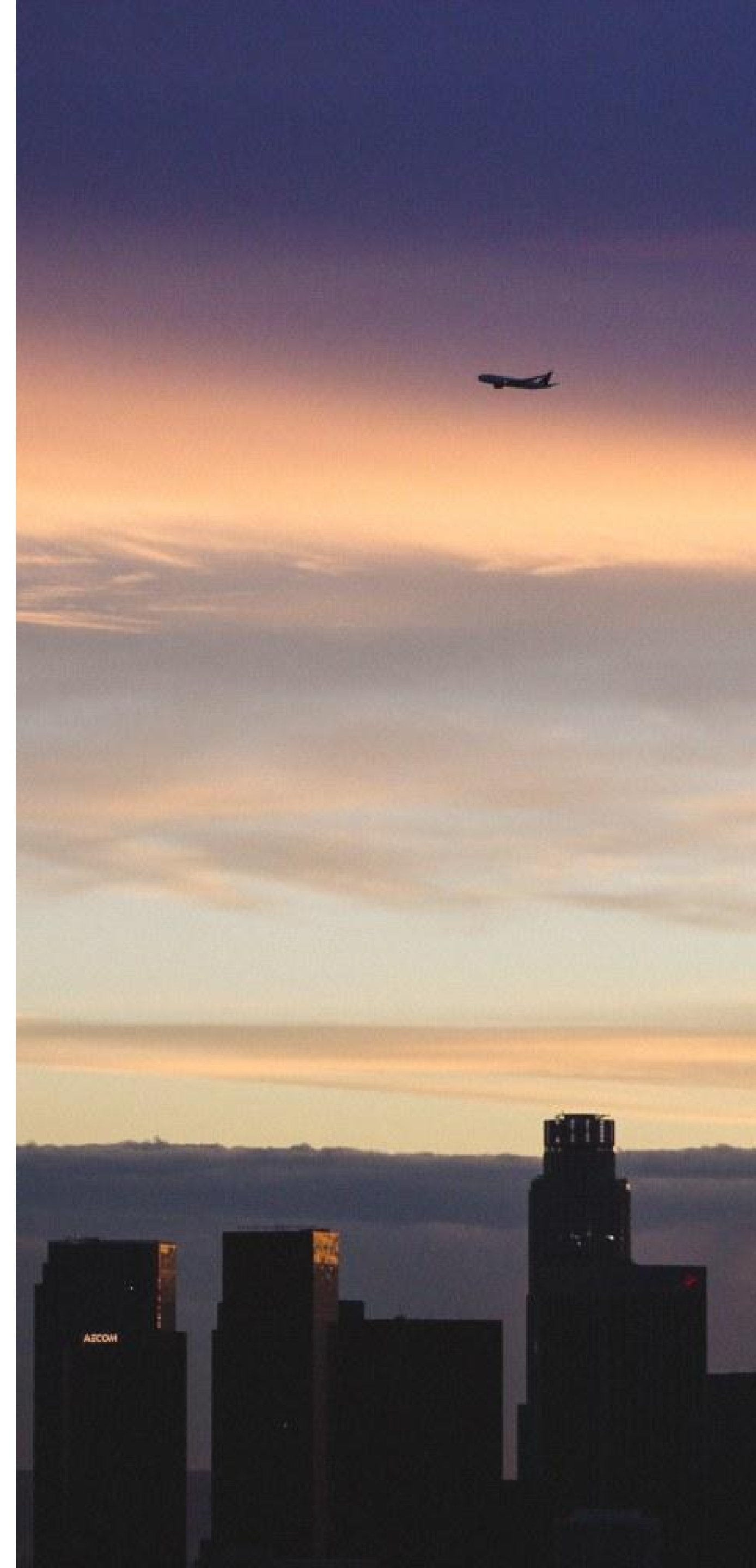
WHY.

We are building a progressive social platform to inspire cinematic productions that challenge conventional displays and perceptions of fashion.

By promoting innovative avenues for unconventional branding, we seek to fuse the LA motion picture community with our constantly shifting digital landscape, to better reach the connected masses.

As we find ourselves living in these complex times of divide and discord, we are reminded yet again of the importance of interconnectedness, collaborations, respect and empathy, despite our differences.

Instead of fear and negativity, let's be advocates of healthy individualism through creative expressions and dynamic interpretations of fashion and the moving image.



MEET THE

THE FACES BEHIND LAFF

MEET THE TEAM

TEAM



JUSTIN MERINO

CO-FOUNDER

Hailed “cultural activist” by the Guardian, Justin Merino is no stranger to producing progressive events and thought-provoking creative projects through his agency, kulturspace. His recent key projects include ‘Show Us Your Type by KS’, Berlin U-Bahn, and the Berlin Student Film Festival.

Justin has worked with international brands and personalities such as Mercedes-Benz, Adidas, Warner Bros., Alanis Morissette, Eartha Kitt and Michael Jackson to name a few. He has also facilitated and addressed audiences at SOHO House, Frieze London and Adobe Behance. Justin splits his time between Berlin, Tel Aviv and his hometown Los Angeles.

[LEARN MORE](#)

LESLIE BEDOLLA

CO-FOUNDER

A creator of memorable experiences for some of the most demanding and discerning client cultures in the world, Leslie's expansive business experience spans the hospitality, apparel and retail sectors, in addition to establishing a luxe yoga retreat management company.

Her passion and expertise lies in spotting collaborative opportunities, matching talent with trends, and delivering synergistic brand partnerships. Her keen eye for aesthetics and insatiable appetite for soulful exchanges are just a few unique qualities she brings to the table. Leslie splits her time between Los Angeles and Berlin.

[LEARN MORE](#)



MEET THE

THE INDUSTRY INFLUENCERS

MEET THE JURY

JURY

THE INDUSTRY INFLUENCERS

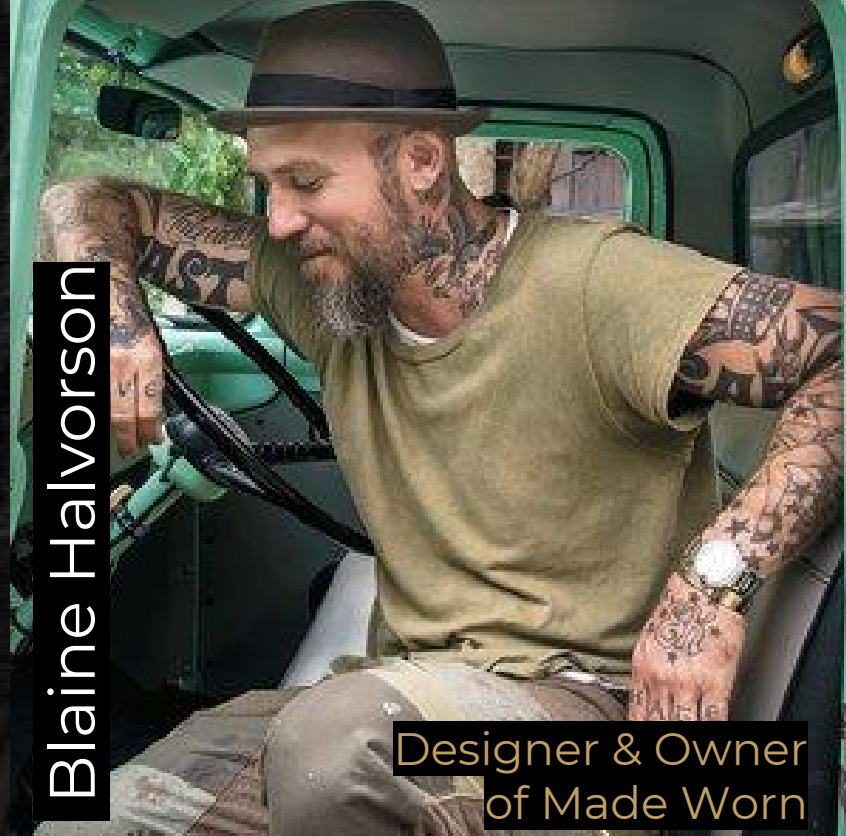
2018 JURY MEMBERS

The LA Fashion Film Festival 2018 has curated a jury panel of industry professionals, leaders and influencers from a range of film and fashion specialisations. These avant-garde filmmakers, directors, critics, fashion trendsetters and photographers contribute unique perspectives while sharing mutual dedication to the festival's theme of inclusion.



Sara Sozzani Maino

Deputy editor-in-chief of Vogue Italia and head of Vogue Talents



Blaine Halvorson

Designer & Owner of Made Worn



Alice Bottaro

Creative Director for Mercedes-Benz Europe



Stephen Galloway

Creative Movement Director and Creative Consultant



Andy Lee

Senior Lecturer Film Practice, London College of Fashion



Vanessa Kincaid

Chief Creative Officer, Littlstar



@IsabelitaVirtual

Creative Director & Photographer



Alexis Borges

President of NEXT Management Los Angeles



Sebastien Meunier

Artistic Director at Ann Demeulemeester



Catherine Le Goff

Commissioning Editor at ARTE



Murielle Victorine Scherre

Filmmaker, Designer & Owner of la fille d'O



Luca Finotti

Director & Filmmaker

THE INDUSTRY INFLUENCERS

2018 JURY MEMBERS

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Laura Serra Estorch

Producer at CANADA



Juul Van Alphen

Producer and Creative Consultant



Damien Merino

Bay Area Creative



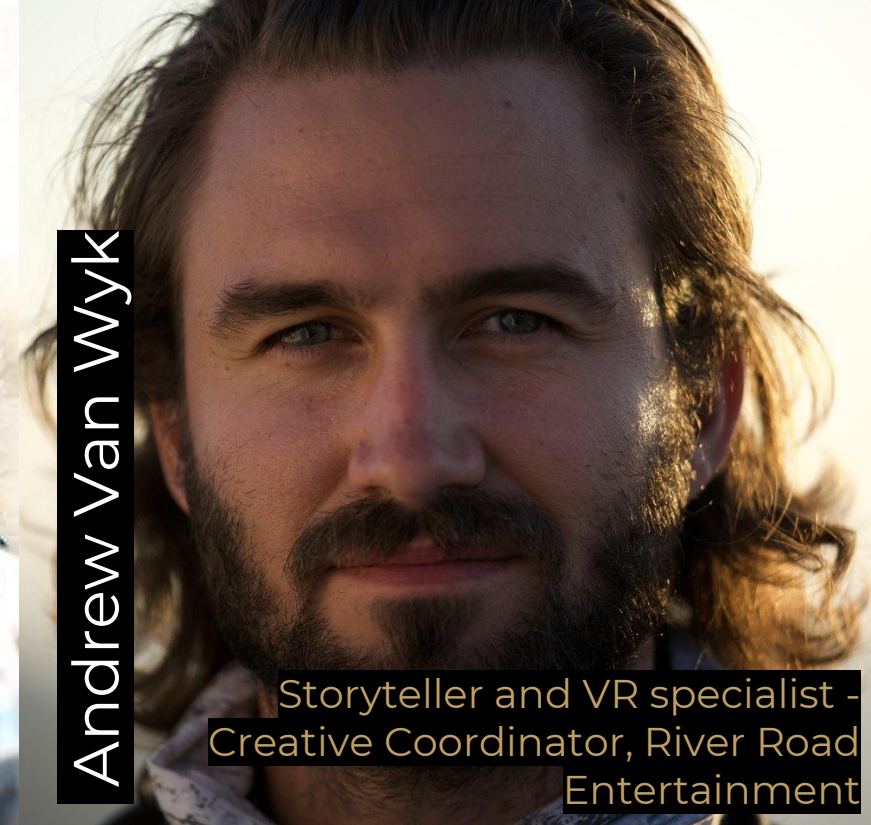
Caisa Airmet

Digital Marketing Creative & Fashion Stylist



Ana Finel Honigman

Fashion & Art Writer



Andrew Van Wyk

Storyteller and VR specialist - Creative Coordinator, River Road Entertainment



Holger Homann

Publisher & Creative Director



Joy C. Mitchell

Screenwriter, Journalist, Storyteller



Per Zennström

Fashion Photographer & Filmmaker



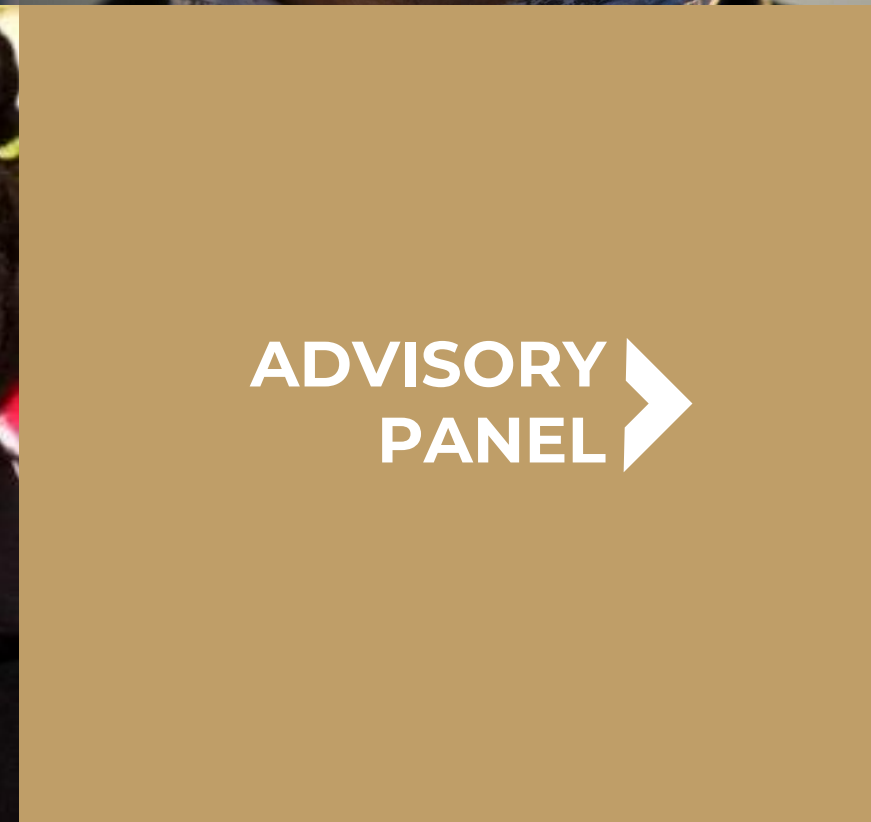
Michelle McCool

Stylist, Creative Director



Natalie Long

Creative Director



ADVISORY PANEL

UNBIASED PROFESSIONAL INSIGHTS

2018 ADVISORY BOARD

KEEPING US GROUNDED WITH THEIR SAGE ADVICE AND GUIDANCE

SYNERGY

Together, our esteemed advisors offer a wealth of knowledge and insights from their active participation across the fashion industry, from consultancy to brand development.



Matthew Collado

Co-Founder/Chief Content Officer, Littlstar



Suzanne Edwards

The kulturspace Foundation Board



Winy Bernard

Communicator & Connector



Torsten Widarzik

Creative & Strategy



Fabio Mastroianni

Design Thinking & Business Development



Alex Holz

kulturspace, Disruptive & Strategic Programmes



Christopher Sibley

Writer, Director, & Virtual Reality Producer

LAFF 2018 CATEGORIES

YOUR CONNECTED AUDIENCE IS WAITING

Music Video

Personal Work

Experimental

Tech Innov & VFX

Fashion Super Short

Fashion Documentary

Icon

Direction

Cinematography

Editing

Production Design

Costume Design

Movement

Best Ad Campaign/Message

Animation

Collaboration

New Designer or Brand

Art Direction

Hair

Makeup

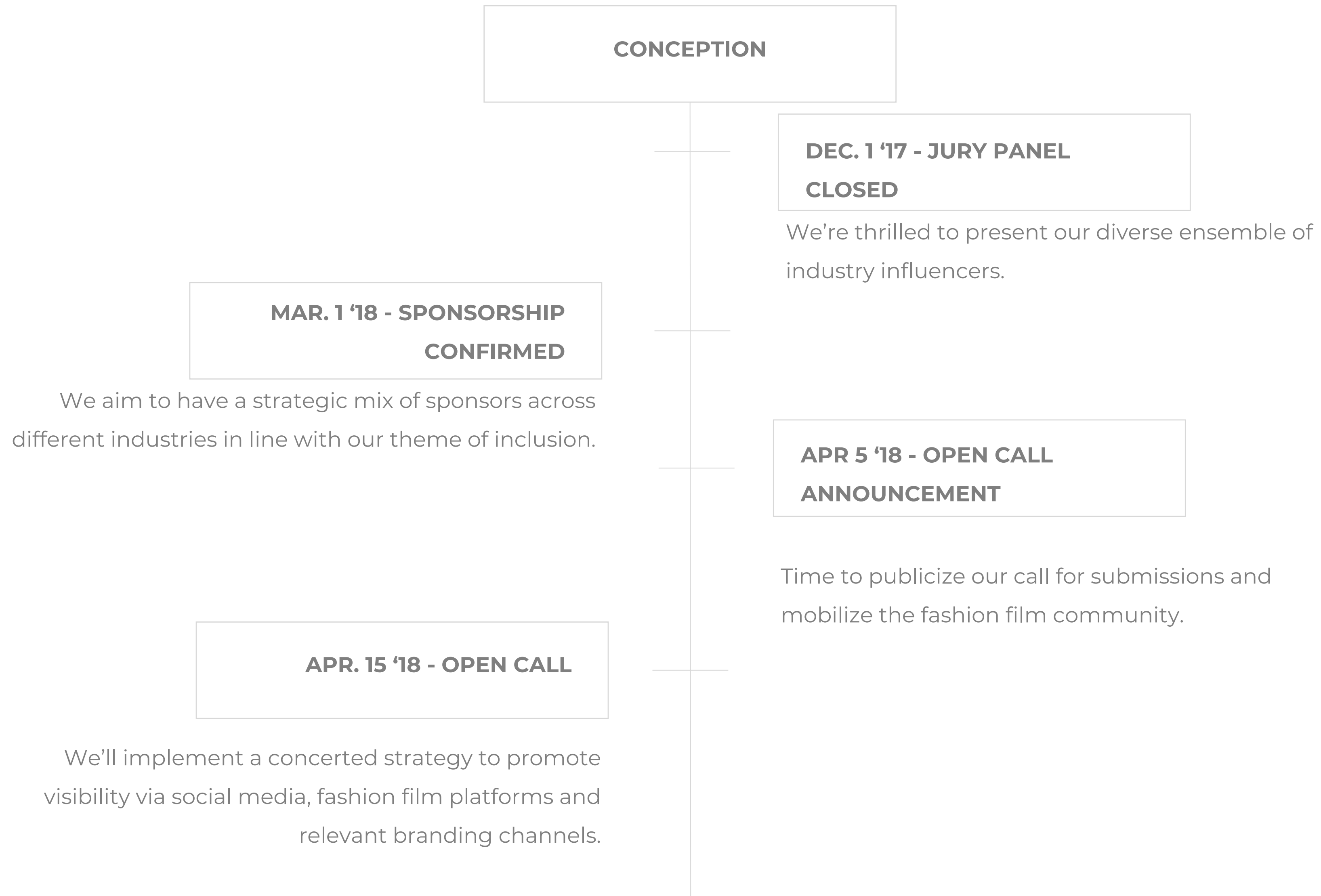
Creative Direction

**Jury to vote on final categories*

LET'S GET TO WORK

THROUGH THE JOURNEY

We are passionate about groundbreaking ideas, emotionally engaging storytelling and well crafted execution.



**JUL. 15 '18 - SUBMISSION
DEADLINE**

Champagne time for our pre-screeners!

**AUG. 01 '18 - JURY VOTING
BEGINS**

Pre-screened entries will be passed on to the jury for final voting and selection.

**AUG. 23 '18 - JURY VOTING
DEADLINE**

Winning entries for each category will be finalized.

**SEPT. 1 '18 - SHORTLIST
ANNOUNCEMENT**

The wait is finally over for film producers!

**OCT. '18 - LAFFF SCREENING
FESTIVAL & AWARDS**

And the big day finally arrives. Lights, camera, action!

LAFFF AFTER PARTY

Let your hair down, chill and relax at our intimate after party. We'll catch up and exchange notes about the event.

NOV. '18 - LAFFF '18 RECAP

Event post-mortem to review highlights and areas of improvement for the next festival.



SPONSORSHIP OPPORTUNITIES

PROJECTS THAT WORK!

**THE FUTURE IS INCLUSIVE, AND
YOUR CONSUMERS ARE CONNECTED**

By fusing fashion with film in the constantly revolving digital sphere, **LAFFF is paving the way for your brand to reach and engage with its connected global audience via thought-provoking and memorable narratives.**

Advertising has evolved into a highly social phenomena in our digital age. Video clips that resonate with the audience receive social validation by how quickly and how often they are circulated online. **By participating as a sponsor, your brand will enjoy instant exposure to this new generation of content consumers.**

Our eclectic mix of fashion film categories further reinforces our theme of inclusion, **ensuring visibility of your brand across a spectrum of audiences.**

[REQUEST SPONSORSHIP
PACKAGE](#)

A NONPROFIT IN SUPPORT OF THE GLOBAL CREATIVE & CULTURAL COMMUNITY

THE KULTURSPACE FOUNDATION

Supported by the LAFFF, the ks Foundation uses creative arts and culture to foster social and environmental progress with an open collaborative approach.



**CULTURAL EVENTS:
SHOWUSYOURTYPE**



**NONPROFIT PRO
BONO:
BERLIN STUDENT
FILM FESTIVAL**



**ARTIST
SUPPORT:
RESIDENCY**

[LEARN MORE](#)

GET IN TOUCH WITH US

SIMPLE BUT POWERFUL.

LOCATION

LOS ANGELES &
BERLIN

MORE INFO

LAFASHIONFILMFEST.COM



CONTACT US

HELLO@LAFASHIONFILMFEST.COM