

NEWS FROM WOMEN & FASHION FILMFEST

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New York, NEW YORK—June 22, 2015 The **Women & Fashion FilmFest (WFF)** is pleased to announce open submissions for its 3rd annual event for Fashion and Experimental Films, Narrative and Documentary Short Films, and Narrative and Non-fiction Webseries. Fashion and experimental films may be submitted by a person of any gender. Short Films and Webseries must involve at least one woman in a leadership position as a writer, director, producer or actor in a leading role. Official Selections will be screened on **Nov. 14th** at the **Peter Norton Symphony Space** in New York City.

Founded in 2013, **WFF** is a festival and conference gathering leaders in fashion, entertainment and media to foster social responsibility and create opportunities for emerging artists, particularly women and under-represented groups. Its partners include the United Nations Association Film Festival and Maritage International, a non-profit driven by UN leaders focusing on empowering women through the arts. Jeanine Jeo-Hi Kim, WFF's Founder and Artistic Director, also serves as Acting US Chair of Maritage.

This year, **WFF** is launching the **SHE WEBFest** as part of its program. *"The dynamics of content production and distribution are rapidly changing with technology,"* states **Jeanine Kim**, formerly an Interactive TV research analyst, *"We want to not only celebrate the work of women, but also help ensure that women have opportunities as new paradigms emerge."*

Awards will be presented to each of the submissions categories. Best Webseries Winners will receive a pitch opportunity with **Ovation**, a WFF Official Media Partner. Furthermore, Liz Janneman, Ovation's EVP of Network Strategy, will provide feedback to web series winners.

"Ovation celebrates artistic expression on air and in everything we do, so when this opportunity to support women and their creative endeavors arose, we were delighted to participate," said **Liz Janneman**, EVP, Network Strategy, Ovation. *"I'm especially looking forward to joining the panel of judges this year and meeting with these talented filmmakers as they showcase their work."*

Best Fashion Films will be aired on **Fashion One**, an international satellite network that has reached over 100MM in 120 countries. Fashion One, also a WFF Official Media Partner, will air a 30-minute special on WFF, with winners given the opportunity to appear on TV. **Sony**, WFF's Official Software Partner, will also offer prizes to winning filmmakers.

In addition to live screenings, panels and its Celebrity Red Carpet, **WFF** will air panel videos from the past two years on its website www.womenfashfilm.com to allow global participation this November. WFF panelists include legendary *Vogue* Editor Andre Leon Talley, Co-Founder/President of Sundance Productions Laura Michalchyshyn, EVP of Indiewire/COO of Snagfilms Stephanie Sharis, Celebrity Chef and Co-Host of ABC's *The Chew* Carla Hall, and Oscar Nominated Costume Designer of *Sex in the City* Patricia Field, Celebrity Stylist Robert Verdi, legendary supermodel Pat Cleveland, among others. Topics covered in the online festival include *The Small Screen Renaissance: A Panel Discussion with Women Leaders in Television & Online Distribution*, *African American Women in Fashion & Entertainment*, *Magazines Behind the Scenes: A Discussion with Top Magazine Editors*, *Building Bridges to Understanding: a Discussion with Mothers and Daughters*, *Social Media and the Impact on Girls* led by filmmakers Jill Bauer and Ronna Gradus (the filmmakers behind the Sundance

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hit, *Hot Girls Wanted*, produced by Rashida Jones) based on their film *Sexy Baby*, and *Defining Beauty* a discussion based on Timothy Greenfield-Sanders' film *About Face: Supermodel Then and Now*, originally aired on HBO. Details of this year's live panels will be announced in the fall.

Run almost entirely by women, WFF focuses on mentorship and community. The festival jury includes museum curators, entertainment and media executives, filmmakers and academics. As part of its mission, WFF mentors young women seeking opportunities to network and gain practical experience. Last year, WFF successfully launched the first Girls Film Festival in collaboration with non-profits that teach filmmaking to youth such as Reel Works, the Civic Life Project and Scenarios USA. Young women were given the opportunity to showcase and discuss their films, meet industry leaders and collaborate behind the scenes on video and event production. WFF has also introduced a special Fashion Page Sponsorship for emerging designers to help them gain exposure on the red carpet and platform.

"It's extraordinarily encouraging to see the support we've drawn in less than three years," explains Ms. Kim. "The contributions made by everyone go directly to creating and opening more opportunities for women and diverse emerging artists."

Submissions may be made via WFF's website www.womenfashfilm.com by **August 10, 2015** (Regular Deadline) and **August 25, 2015** (Late Deadline). Viewers and filmmakers may register on the website to receive WFF's newsletter and film submission and other discounts. The Women & Fashion FilmFest is a fiscally sponsored project of Fractured Atlas, a non-profit arts organization, and donations are tax deductible according to US law. For partnership or sponsorship inquiries, please contact info@womenfashfilm.com.