

# BRITISH FASHION COUNCIL | FASHION ARTS FOUNDATION

## PRESS RELEASE

THURSDAY 22<sup>ND</sup> JUNE

### BFC FASHION ARTS FOUNDATION PREMIERES FILM COMMISSIONS

This evening the British Fashion Council's (BFC) Fashion Arts Foundation premiered two short films, by two female directors, putting British fashion at the heart of the narrative. This commission saw Jessica de Rothschild's debut as film director and Anissa Bonnefont's third directorial endeavour. Both films were made possible by The Peninsula Hotels. Screening at BAFTA to an audience of industry informers alongside fashion and film students, the films showcase the international language of British fashion.

#### **REFLECTIONS OF HOLLYWOOD** – [click here to watch and embed.](#)

Scriptwriter and Director Jessica de Rothschild sought inspiration from old school Hollywood to weave a tale of modern, magical glamour. Filmed at the Peninsula Beverly Hills and featuring Yvonne Scio, with support from John Pearson and singer/songwriter Edei, the film features womenswear by Preen by Thornton Bregazzi, menswear by Gieves & Hawkes and jewellery by Stephen Webster.

#### **THE EYES OF MY FATHER** – [click here to watch and embed.](#)

Scriptwriter and Director Anissa Bonnefont took to her native Paris, setting the film at the Peninsula Paris. Featuring Jeremie Belingard and dancers from the Paris Opera Ballet, the film captures the story of a choreographer, recently appointed dance director at the Paris Opera Ballet, struggling to find inspiration and deliver his piece. The film follows his journey of frustration and despair and it is only following a visit from his deceased father in a series of dream sequences, that closure proves to be the catalyst in unlocking his creative block. The film features womenswear by Emilia Wickstead, menswear by Richard James and shoes by Rupert Sanderson

The Fashion Arts Foundation Charity was established in 2012 to commission new works between fashion and other creative forms, putting British fashion front and centre. This is the charity's first film commission and was made possible by the generosity of the Peninsula Hotels Group.

Caroline Rush, Chief Executive, British Fashion Council commented: *'We're so grateful to The Peninsula Hotels for making these two films possible. To be able to celebrate British fashion in a global context, and at the same time to give a platform to two brilliant female directors, is exactly the sort of creative collaboration we hope to inspire with the Fashion Arts Foundation.'*

Carson Glover, Director of Global Communications, The Peninsula Hotels commented: *'The Peninsula Hotels is honoured to partner with the British Fashion Council on the creation of these two short-form films, which showcase some of the most dynamic talents within the British fashion industry, brought beautifully to life by some of today's most exciting, emerging film makers. These films are about daring innovation, timeless elegance, and the continuous reinterpretation of traditions. These are also core qualities of the Peninsula brand, which is demonstrated perfectly through the use of The Peninsula Paris and The Peninsula Beverly Hills as filming locations.'*

Anissa Bonnefont, Director, *The Eyes of My Father* commented: *'Thanks to the support of the Fashion Arts Commissions I had the chance to realise a childhood dream: enter the world of ballet at the Paris Opera. And as soon as I saw the vaporous dresses of Emilia Wickstead, I knew they would have empowered the effortless movement of the female dancers. Male dancers, on the other hand, needed structured suits, cut to perfection, but also able to accompany the body*

*movements swiftly. The suits of Richard James immediately became an asset to the story. But to portray a dream I couldn't do without the architectural qualities and incredible decor of the Peninsula Paris. This wonderful hotel was an unbelievable opportunity for the film and it became a character itself of the story. Mixing fashion, dance and storytelling was a unique experience and I believe that they really feed into one another. I'm profoundly grateful for the BFC Fashion Arts Foundation putting their trust in me. Dreaming with all these talents made me grow as a story teller and movie director.'*

Jessica de Rothschild, Director, *Reflections on Hollywood* commented: *'Reflections on Hollywood is a modern love letter to the glamour of old Hollywood. The rock'n'roll, insouciant attitude of Preen by Thornton Bregazzi and Stephen Webster and the classic elegance of Gieves & Hawkes, all combine perfectly to tell a story of one magical night at the iconic Peninsula, Beverly Hills. As we follow Miss Diamond, a famous movie star, on an enchanting adventure through the hotel, we are reminded of the joy and innocence that lies at the heart of all creativity.'*

Emilia Wickstead, Creative Director, Emilia Wickstead commented: *'We were so pleased to work with such a wonderfully creative team. Anissa's passion for film and fashion really brought the designs to life, and created a perfect harmony between the storyline and clothing.'*

Justin Thornton and Thea Bregazzi, Creative Directors, Preen by Thornton Bregazzi commented: *'We are thrilled to collaborate with Jessica on this beautiful film, her vision and mood is so charming and has a wonderful narrative. Jessica's passion and love of our designs really leapt off the screen.'*

Nick Keyte, Managing Director, Gieves & Hawkes, commented: *'We are delighted to have been part of the first Fashion Arts Film Commissions. Jessica really captured the essence of Gieves & Hawkes, her narrative defined by the slick, suave nature of Hollywood glamour. Our rich heritage of luxury tailoring brought to life through a modern lens.'*

Sean Dixon, Co-Founder & Managing Director, Richard James commented: *'Apart from the stunning cinematography, the thing that immediately struck me about the film was how it encapsulated so much about movement and fluidity and the self confidence that that engenders. That's a central part of what we do, particularly with our tailoring, so I thought the suits and other garments we supplied worked beautifully within the overall context as well as looking the part. Anissa and her crew really did a wonderful job.'*

Stephen Webster MBE, Creative Director, Stephen Webster commented: *'I moved to LA from London in 1984. The people I encountered had glow about them that we didn't have in Hackney. Despite having moved back to the damp 10 years later, I couldn't stay away. The entire length of La Cienega, no one could understand me, none the less, LA has become my second home. Jessica has captured in her short film, the west coast dream, the endless possibilities and of course the glow, of Hollywood, the industry city perched right there on the very edge.'*

**With special thanks to** Smashbox, Sean Dawson and Shay Dempsey for EDEN by Eden Sassoon, Maserati, John Pearson, Edei, Maison Assouline, BAFTA, Sipsmith and Fever Tree.

**- ENDS -**

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**Fashion Arts Foundation** The Fashion Arts Foundation is a registered charity, established in 2010. It aims to nurture collaborations and foster relationships between fashion, film, music and art. Through this strategy the BFC aims to highlight London's position as a leading creative capital and reaffirm the UK fashion industry's reputation for innovation. In 2010 the Fashion Arts Foundation, supported by Harper's Bazaar, partnered with Sony to launch an album series entitled 'The Collection for London Fashion Week'. Each season an album was curated by a different designer. As part of the London 2012 Festival the Fashion Arts Foundation launched Britain Creates. The commissioning project paired fashion designers with other visual artists to create major works of art. Designers and artists involved in the project included Gavin Turk, Hussein Chalayan, Mark Titchner, Mat Collishaw, Matthew Williamson, Mary Katrantzou, Paul Smith, Peter Pilotto and Stephen Jones among others. The artworks were exhibited at the Victoria & Albert Museum and auctioned to raise money for the Fashion Arts Foundation. In September 2013 the Fashion Arts Foundation funded an event to support the life-saving work of The Global Fund through a creative partnership with the BFC, Green Carpet Challenge, American Vogue and Red. In 2016 the Fashion Arts Foundation launched Fashion Arts Commissions with the RA Schools, bringing together emerging designers from the NEWGEN and NEWGEN MEN initiatives and graduates from the RA Schools. Trustees of the BFC Fashion Arts Foundation are Jane Boardman and Valeria Napoleone. The registered charity number is: 1147729.

**The British Fashion Council (BFC)** was set up in 1983 to promote British fashion internationally and coordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.