



## PRESS RELEASE

November 22, 2012

# MIFF BRINGS FASHION TO THE MOVIES IN MILAN

**Milan, November 21st – MIFF Style, the fashion section of the Milan International Film Festival, launches in exclusivity a prize for worldwide fashion designer collections in video format, the “Fashion Movies”.**

The MIFF Awards – Milan International Film Festival, which supports and encourages independent cinema, is launching an innovative contest this year in the international panorama of video makers. In the 13th MIFF edition, taking place May 8th-18<sup>th</sup>, 2013, *MIFF Style – Take One* will now provide a new communication tool for emerging fashion designers. They will have the opportunity to present their latest collection via a video competition: the **Fashion Movies**. Fashion designers will now be evaluated as video makers, trying to effectively capture the spirit and atmosphere of their collection in a film. This self-promotion tool, already well known and diffused in the international fashion world as well as in Italy, is beginning to substitute the traditional photographic book for showcasing collections.

The contest, *Fashion Video MIFF Awards 2013*, is open to fashion designers who want to use film to express their collection's mood. The winner, chosen by a jury of professionals, will have the opportunity to present his or her collection in a fashion show during the “Cavallo di Leonardo” awards ceremony in Milan, Italy. This innovative blend of cinema and fashion, two contemporary art and entertainment forms, is perfectly expressed in the MIFF Awards, which has always had a special section for fashion, *MIFF Style – Take One*.

Information on the contest can be found in [the section Fashion Design App. MIFF style](#) on the website [www.miff.it](http://www.miff.it)

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