

**DAILYCANDY AND TRIBECA ENTERPRISES ANNOUNCE LINE-UP FOR THE FIRST EVER “FASHION IN FILM” EVENT OPEN TO THE PUBLIC, FEATURING CONVERSATIONS WITH ACADEMY AWARD® WINNER CATHERINE MARTIN, FASHION ICON IRIS APFEL, AND DOCUMENTARY LUMINARY ALBERT MAYSLES, AND ORIGINAL FILMS COMMISSIONED FOR THE EVENT**

*Original Short Films Include a Documentary by Christina Voros on Fashion Influencer Tommy Ton, and a Narrative by Matt Lenski Which Will Be Distributed Exclusively Via DailyCandy’s Online Platforms, Along With the Panel Discussions*

*DailyCandy’s SuChin Pak, Fandango’s Dave Karger, Parsons Dean of Fashion Simon Collins, Filmmakers Christina Voros and Matt Lenski, and New York Live’s Sara Gore Are Among Jurors Who Will Select 10 Finalists for DailyCandy/Instagram Consumer Video Contest Running August 20-Sept 2; Three Winners Chosen by Audience*

**August 20, 2013 (NEW YORK)**—[DailyCandy](#), the premier online women’s content destination for fashion, food, and entertainment reaching 6 million stylish and digitally savvy women, has unveiled the programming for “Fashion in Film” event with Tribeca Enterprises, a first-of-its-kind multi-day, multi-platform event. “Fashion in Film” will feature original films by esteemed filmmakers Christina Voros and Matt Lenski, commissioned by DailyCandy and produced by Tribeca Digital Studios. Additionally, live panel discussions will feature Oscar®-winning costume designer Catherine Martin, beloved fashion icon Iris Apfel, and Academy Award®-nominated documentarian Albert Maysles. A retrospective of Catherine Martin’s films including *The Great Gatsby*, *Australia*, and *Moulin Rouge!* will also be screened at the event.

“Fashion in Film,” which is free and open to the public, will take place September 19 and 20. In addition to the films and panels, a free exhibition of Catherine Martin’s exclusive costume designs from *The Great Gatsby* will be on display at Tribeca Cinemas in New York City, where all events will be located. In addition, as part of DailyCandy’s recent redesign, the two original films and panels will be available for all consumers to view on DailyCandy’s online and mobile platforms as an element of the digital brand’s renewed focus on video initiatives.

“DailyCandy is always discovering new voices with a fresh take or a unique perspective – the ‘Fashion in Film’ event is an ideal way to merge iconic style and digital expression through the one-of-a-kind DailyCandy lens,” said Alison Moore, DailyCandy GM. “By showcasing fresh talent in fashion and rising stars in film, we are creating original content with our partners at Tribeca, while giving our audiences fun new paths into fashion through curated film and digital video -- all accessible via all DailyCandy platforms: Web, Mobile, Social, Email.”

The multi-day event will feature two original short films, one documentary and one narrative. Filmmaker Christina Voros, who premiered two new films this year – *Kink* at the Sundance Film Festival and *The Director* at the Tribeca Film Festival – is shooting a documentary featuring influential fashion blogger and photographer Tommy Ton of the blog “Jak & Jil.” The narrative film, *Ivy Holland*, featuring Alex

Butler, will be helmed by Matt Lenski, who is known for his short film *Meaning of Robots* featured in the Sundance Film Festival.

Complementing these original film commissions will be live panel discussions. The first will feature Martin in dialogue with Parson's Dean of Fashion Simon Collins. The second features a conversation between Iris Apfel and Albert Maysles, who is making a documentary on Apfel. As part of the two-day showcase, special tributes will be made to both Catherine Martin and Iris Apfel to honor their contribution to film and fashion.

"Fashion, like film, is a creative experience and Catherine Martin's decades of work has played muse to both filmgoers and the fashion world. Honoring her trailblazing design, seeding a conversation between two fashion and film icons, and featuring original films from emerging directors, represents the perfect combination of celebration, reflection and innovation for this year's inaugural event," said Genna Terranova, VP of Programming, Tribeca Enterprises.

Parallel to the "Fashion in Film" event, DailyCandy and Instagram are teaming up for a fan-driven social contest inviting consumers to use video to showcase how fashion influences their lives. From August 20-September 2, fashion fans can upload their 15-second shorts to Instagram using the hashtag #fashioninfilm. A jury of fashion and film influencers, including DailyCandy editors and DailyCandy's Chief Correspondent SuChin Pak; the Parsons Dean of Fashion, Simon Collins; Fandango's Chief Correspondent, Dave Karger; the two filmmakers commissioned for 'Fashion in Film', Christina Voros and Matt Lenski; and Sara Gore, co-host of *New York Live*, NBC 4 New York's weekday lifestyle show, will select the ten finalists' films to be featured on [DailyCandy.com](http://DailyCandy.com). The audience will then determine the top three winners by voting online at [DailyCandy.com](http://DailyCandy.com). The three winners' films will be screened both online and at the "Fashion in Film" event. Each winner will also receive a \$1000 prize.

Programming for DailyCandy's and Tribeca's "Fashion in Film" will be rounded out by a slate of acclaimed films connected to fashion and the event's panelists. The full line-up of films screened at the event will include:

#### Original Short Films:

- *Untitled Christina Voros documentary* (2013) Dir. Christina Voros – The rise of fashion bloggers has changed the landscape of fashion photography and marked what some call the democratization of the fashion world. Photographer Tommy Ton began his career on the forefront of this revolution. A self-made artist and now trendsetter, Ton's love for texture, detail, and the essence of personal style continue to set him apart from the multitudes. This intimate portrait takes a glimpse through Ton's lens onto the world of street style and the art of capturing a moment in time.
- *Ivy Holland* (2013) Dir. Matt Lenski –When colorful fashion stylist Ivy Holland needs an escape from her hectic life, her exodus to her special place in the country exposes the seams of her complicated little soul. A mockumentary look at the creative process seen through the eyes of stylist Ivy Holland a character created and played by writer Alex Butler.

#### Films:

- *About Face: Supermodels—Then and Now* (2012) Dir. Timothy Greenfield-Sanders – Featuring interviews with some of the most celebrated visages of the 20th century, including Carol Alt, Marisa Berenson, Karen Bjornson, Christie Brinkley, Pat Cleveland, Carmen Dell'Orefice, Jerry Hall, Bethann Hardison, Beverly Johnson, China Machado, Paulina Porizkova, Isabella Rossellini, Lisa Taylor, and

Cheryl Tiegs, this documentary reveals the roles they played in defining – and redefining – beauty over time. *An HBO Documentary Film.*

- *Australia* (2008) Dir. Baz Luhrmann – A romantic action-adventure epic set in Australia prior to World War II, *Australia* centers on an English aristocrat (Nicole Kidman) who inherits a large ranch. *A Twentieth Century Fox Film.*
- *The Director* (2013) Dir. Christina Voros – How do you make one of the world's most revered fashion brands your own? That is the task facing creative director Frida Giannini in this authoritative look at the past, present, and future of The House of Gucci, directed by director/cinematographer Christina Voros (Kink) and co-produced by James Franco. Taking advantage of rare, behind-the-scenes access, Voros shows how the Florentine trendsetter has been reimagined in the past few years.
- *The Great Gatsby* in 3D (2013) Dir. Baz Luhrmann – Would-be writer Nick Carraway (Tobey Maguire) comes to New York City in the spring of 1922, an era of loosening morals, glittering jazz, bootleg kings, and sky-rocketing stocks. Chasing his own American Dream, Nick lands next door to a mysterious, party-giving millionaire, Jay Gatsby (Leonardo DiCaprio), and is drawn into the captivating world of the super-rich, their illusions, loves, and deceits. *A Warner Bros. Film.*
- *Grey Gardens* (1975) Dir. Albert Maysles, David Maysles, & Ellen Hovde – Meet Big and Little Edie Beale – high society dropouts, mother and daughter, reclusive cousins of Jackie O. – thriving together amid the decay and disorder of their ramshackle East Hampton mansion. Five years after *Gimme Shelter*, the Maysles unveiled this impossibly intimate portrait of the unexpected, an eerie echo of the Kennedy Camelot, which has since become a cult classic and established Little Edie as fashion icon and philosopher queen. *A Criterion Collection Film.*
- *Moulin Rouge!* (2001) Dir. Baz Luhrmann – Set in a Paris nightclub that caters to society's decadent elite, the exhilarating *Moulin Rouge* follows the story of the ill-fated love affair between a stunning courtesan (Nicole Kidman) and a struggling young writer (Ewan McGregor). Nominated for 8 Academy Awards including Best Picture. *A Twentieth Century Fox Film.*
- *Valentino The Last Emperor* (2008) Dir. Matt Tyrnauer – An intimate fly-on-the-wall exploration of the singular world of one of Italy's most famous men, *Valentino The Last Emperor* provides a first-time glimpse into Valentino's world of bygone glamour. Filmed over the course of two years, the crew shot over 250 hours of footage with exclusive, unprecedented access to Valentino and his longtime partner, Giancarlo Giammetti. The resulting non-fiction film is a portrait of an extraordinary partnership - the longest running in fashion - and is a story about a master confronting the final act of his celebrated career. *An Acolyte Films release.*

Seating is limited, but tickets are free and available on a first-come, first-served basis at [www.dailycandy.com/fashioninfilm](http://www.dailycandy.com/fashioninfilm) starting the week of September 3. Blocks of seats will also be reserved for fashion students from Parsons.

### **About DailyCandy**

[DailyCandy](http://www.dailycandy.com) is the original, trusted source for expertly curated discoveries of fashion, food, and fun. DailyCandy editors find the genuine, the next, and the unique for more than 6 million readers nationally and via eleven local city editions. DailyCandy is accessed online at [DailyCandy.com](http://DailyCandy.com); via mobile app

*DailyCandy Scout*; email newsletters, and on social networks: [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#), [Foursquare](#), [Tumblr](#), and [YouTube](#). DailyCandy is a unit of NBCUniversal.

**About Tribeca Enterprises**

Tribeca Enterprises is a diversified global media company based in New York City. Established in 2003 by Robert De Niro, Jane Rosenthal and Craig Hatkoff, the company currently operates a network of branded entertainment businesses including the Tribeca Film Festival, Tribeca Film Festival International, Tribeca Cinemas and Tribeca Film, a distribution platform. It also has a strategic partnership with the Tribeca Flashpoint Media Arts Academy. The company's mission is to provide artists with unique platforms to expand the audience for their works and to broaden the access point for consumers to experience independent film and media.

**Contact:**

Kimberly Soward/DailyCandy  
646.230.8980 / [ksoward@dailycandy.com](mailto:ksoward@dailycandy.com)

Tammie Rosen/Tribeca Enterprises  
212.941.2003/ [trosen@tribecaenterprises.com](mailto:trosen@tribecaenterprises.com)

###