

Enst Heusser wins top prize at Mercedes Fashion Film Festival

The inaugural Mercedes-Benz Bokeh South Africa International Fashion Film Festival was recently held at the Crossley & Webb showroom in Cape Town.



It provided a platform for both local and international up-and-coming talent to showcase their fashion films on the same stage as established international brands like Chanel, Prada, Dior, Gucci, Yves St Laurent and Givenchy, which have all embraced the genre and have had success with their films going viral on the internet.

In addition to the movies, exclusive pop-up fashion shops at the event featured the very latest in South African design. Industry greats Craig Port, Reza Levy, Selfi, Jagadi, Spilt Milk, Lara Klawikowski, Hannah Collection, Milq and Honey, Shi & Co, David Tlale, Jo Carlin, Gavin Rajah and Norwegian Rain were all represented. Each design house showcased unique collections while some also featured fashion forward installations. During the two-day style-infused event, hundreds of fashion films from South Africa and around the globe were screened and invited guests were treated to informative industry-related presentations.

Mercedes-Benz, headline sponsor of the event, holds an established international alignment with the fashion industry as a central component of its lifestyle marketing activities, and Selvin Govender, divisional manager, product and marketing, Mercedes-Benz Cars affirmed their commitment: "We are extremely pleased with the overwhelming response that the inaugural Mercedes-Benz Bokeh International South African Fashion Film Festival has received. The festival has allowed South African filmmakers to compete on an international stage and receive the exposure they so richly deserve. It is very clear that our South African fashion film talent and craft in the various genres are on par with the best in the world."

An excellent platform that will continue to grow

Govender commented further: "This inaugural festival has provided an excellent platform that will continue to grow and bring the world of fashion film and fashion design ever closer."

Following on from Mercedes-Benz, the festival has also attracted the commitment of other premier brands including global make-up company MAC cosmetics, ghd stylists, global TV channel Fashion One TV, electronics manufacturing giant Hisense, international transportation network Uber, Simonsig, Ginger Grouse, Truth Coffee, San Pelligrino, and Chambour.

The two-day event culminated with a high-glamour Oscar-style awards ceremony attended by an ensemble of celebrities, fashionistas, media and Cape Town's finest who were all inspired to dress for the occasion.

Natalie Becker was the charming MC on the night, introducing each film and the respective producers. All the films submitted for the festival were assessed by a panel of local and international judges, with 52 finalists nominated across various

categories with their films showcased over the two nights of screenings during the festival.

Winners on the night included:

- Best Actress - Alive with Kim Lysette;
- Best Actor - The Long Road (Un Largo Camino) with Oliver Baggerman;
- Best Hair - Quimera;
- Best Make-Up - Immortal Game;
- Best Fashion - Lovers Game;
- Best Visual Effects - Black Era - Court of the Ants;
- Best Art Direction - Arcade by Kirsten Goss;
- Best Cinematography - Pasos de Sirena by Manuel Portilla;
- Best Director - Alive by Samuel A Martin;
- Best Picture - Urban Hippie by Damien Krisi; and
- The Mercedes-Benz Award and USD 5000 was awarded to Wanderlust by Ernst Heusser.

The award is presented in recognition of an uncompromising pursuit of quality, passionate design and innovation.

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