

FASHIONCLASH
FESTIVAL

GENERAL INFORMATION

Fashion Film Program

FASHIONCLASH offers a stage to emerging designers, artists and film makers who experiment with the genre of fashion film and other related audiovisual and digital media (digital fashion, animation etc.).

The fashion film (short film) is becoming an established medium for designers and brands to explore and present their vision, values and aesthetics. In this multimedia age, fashion film has become a growing and effective format for storytelling, engagement with a wide audience and crossover with other disciplines. Both independent designers and large fashion houses have embraced fashion film as a medium and have moved away from the use of mundane product placement or traditional fashion presentation formats. The rise of fashion film festivals, variety of online and offline platforms and technological accessibility is contributing to the development of the genre.

Participants for the Fashion Film Program can submit already existing work. The selection for the Fashion Film Program will be screened at Lumière Cinema in Maastricht (exact date(s) and time(s) to be announced) during FASHIONCLASH Festival 2024.

Fashion Film examples that can be sent in for FASHIONCLASH Festival are:

- Short film (with fashion as a narrative)
- Show video presentation or registration
- Brand or campaign movie
- Conceptual, independent artwork
- 3D Animation
- Documentary
- Digital / virtual fashion presentation
- Other

Fashion Film Awards

Not only will your film be on showcase during FASHIONCLASH Festival, but there is also a FASHIONCLASH Fashion Film Award to be won! 5 nominees will be selected out of all applications by a jury panel of industry professionals (to be announced in due time). The award includes a €1.000 prize. Additionally, our long-term media partner KALTBLUT Magazine will award their favorite entry with a feature in their magazine. Both winners will be announced during the opening night of FASHIONCLASH Festival on Friday 15 November 2024.

FASHIONCLASH
FESTIVAL

Early Bird deadline: Wednesday 1 May 2024

Regular deadline: Monday 1 July 2024

Important details

- All registrations for the Fashion Film Program must be made via FilmFreeway: <https://filmfreeway.com/fashionclashfestival>
- The Standard participation fee is €30,- If you submit your film before 1 May 2024, you pay the Early Bird fee of €20,-.
- If you are a student: there is a Student category with an adjusted rate. The regular participation fee is €15,- If you submit your film before 1 May 2024, you pay the Early Bird fee of €10,-.
- Films should not be longer than 15 minutes.
- If you are currently developing a fashion film, please get in touch with a member of team FASHIONCLASH via info@fashionclash.nl and provide us with the narrative of the film, the length of the film and if possible, other previous works or films.

Important dates

- Early Bird deadline for applications: Wednesday 1 May 2024
- Regular deadline for applications: Monday 1 July 2024
- Announcement selected films: Week 28 (8– 12 July 2024)
- Deadline delivering PR information: Sunday 1 September 2024
- FASHIONCLASH Festival dates: 15 November, 16 November, 17 November 2024

Please note: if you are currently developing a film, the final edit of your film should be in our possession no later than Tuesday 1 October 2024.

Technical specifications

Resolution: 1920 x 1080, or higher

Format: 16:9

Frames: 25 per second

Container file: .MP4 or .MOV

NOTE: *Please read the Terms & Conditions before you apply to participate in the Fashion Film Program*

PROMOTION

If you are selected as a participant of FASHIONCLASH Festival, you will be asked to provide additional information for promotional purposes such as text and images.

FASHIONCLASH FESTIVAL

Deadline: Sunday 1 September, 23:59 (CET) 2024

Promotional text about the participant/ collective

You provide an English written text about your background as an artist, designer, performer, or brand. Please keep in mind that the text must be accessible to a wide audience and has a maximum of 100 words. FASHIONCLASH has the right to edit the text. Texts that contain more than 100 words will be shortened.

Promotional text about the work/event

You provide the final title and a short promotional text, written in English, of your work or event. Please keep in mind that the text must be accessible to a wide audience and has a maximum of 100 words. FASHIONCLASH has the right to edit the text. Texts that contain more than 100 words will be shortened.

Images

You provide good quality .jpg images (72 DPI for digital use and (optional) 300 DPI for print use) of the work with a minimum of 5 and a maximum of 10 images. Images should not contain any graphic elements and should be max. 20MB per image.

All images must be provided with credits and (optional) Instagram tag of the photographer and the models per image in the correct order (from left to right and clockwise). FASHIONCLASH will determine and shape the final selection of images that will be used for communication.

NOTE: You will be provided with the online communication policy of FASHIONCLASH Festival, and you are expected to follow these guidelines. The online communication policy will be sent out to you in September 2024.

COMMUNITY TALK

The FASHIONCLASH Festival 2024 Community Talk is an (online) get-together especially organised for all participants. This is the perfect moment for all participants to get together in an informal setting and exchange ideas, reflect, discuss relevant topics, share experiences and challenges.

If you are selected as a participant of FASHIONCLASH Festival 2024, you can sign up for the Community Talk. You will receive an email to sign up after you have been selected.

The exact date & location of the Community Talk will be announced in due time.