

Fashion Reimagined

Marketing Pack for venues, part of BFI FAN's support for new releases

'This film will shock you, inspire you - and charm you. A must-watch not just for the fashion industry but for everyone who wears clothes'

Jess Cartner-Morley, Associate Editor (Fashion), The Guardian



Specification details:

Dir. Becky Hutner | 12A | 100 mins | UK | 2022

Distributor: MetFilm Distribution

Available: 3 March 2023

Booking: wayne.dacruz@metfilm.co.uk

- *Pre-recorded intro from Becky Hutner available with film*
- *Audio descriptive and HoH captioned versions of the film are available to book.*

Logline:



Trailblazing fashion designer Amy Powney is on a mission to create a sustainable collection from field to finished garment and transform the way we engage with fashion.

Synopsis:

Fashion Reimagined follows fashion designer Amy Powney of cult label Mother of Pearl, who embarks on a three-year journey to create a sustainable clothing collection from field to finished garment, and transform the way we engage with fashion. Raised off-the-grid in rural England by activist parents, Amy has always felt uneasy about the devastating environmental impact of her industry. When she wins the coveted Vogue award for the Best Young Designer of the Year, Amy decides to use the prize money to create a sustainable collection and transform her entire business.

Fashion Reimagined explores Amy's journey from outsider in the fashion world, to industry leader as she examines the complexities and waste of the global supply chain, whilst her own personal revolution becomes the precursor of a much bigger societal change.

Assets

BFI FAN Programme Notes by Eleanor Hurley: [Download here](#)

Official Website: <https://www.fashionreimaginedfilm.com>

Distributor social media handles:

- <https://www.facebook.com/FashionReimagined>
- <https://www.instagram.com/FashionReimagined>
- <https://twitter.com/FashReimagined>

Press kit inc director's statement and talent bios: [Download here](#)

UK posters (quad and one sheet): [Download here](#)

UK trailer: [Youtube version](#) / [Download here](#) / [Social media versions](#)

Stills: [Download here](#)

Social Assets: [Download here](#)

Screeners available on request. Contact: zak.brilliant@metfilm.co.uk

Audience surveys

For feedback on the New Release title and your event, please direct your audience members to www.newreleasesurvey.co.uk to fill out our BFI FAN Audience Survey.

Responses can be shared with venues upon request.

- [Easy Read feedback survey](#)
- [Download a MP4 slide here to put on your screens before the film to encourage audiences to fill out the survey.](#)
- [Download the QR code here](#)

Simple and easy wins for exhibitors

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.

We expect *Fashion Reimagined* to appeal to:

- Young audiences
- Fashion conscious groups
- Fashion/sustainable fashion fans
- Environmental groups
- Students

Fashion Reimagined: campaign and marketing ideas

The focus of BFI FAN's support for new releases is developing diverse audiences for theatrical venues:

- **Price:** If you have a young person/student ticket offer, why not promote it alongside *Fashion Reimagined*
- **Experience:** Research into audiences highlights how important the whole experience is. *Fashion Reimagined* is packed full of ideas - environmental, social, political, so you can tailor your screenings around these themes or simply celebrate it as one of the most important documentaries of recent years.
- **Alternatively:** Reach out to the distributor for a possible talent Q&A with the fashion brand
- **Themes:** Focus on the fact that it is a film all about issues facing people today - cost of clothing, 'fast fashion', sustainability, etc

Promote your screenings

Find out how to tell new audiences about your events and make them unforgettable with our simple guides:

- **A Simple Guide To: DIGITAL MARKETING:** Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.
- **A Simple Guide To: AUGMENTING FILM SCREENINGS:** Putting on a film screening doesn't have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:

- Fast fashion
- Sustainable clothing
- Sustainable fashion
- Environmentalism
- Sustainability
- Extinction Rebellion

Event Ideas

Clothes Swap

In order to run a clothes swap around a screening, get in touch with local swap organisers who would have the equipment needed or consider organising one yourself. You would need a few garment rails, tables for accessories and staff to sort and value clothes and issue swap 'tokens' based on the condition/brand of clothes swappers bring in so that they take home items of equal value. Clothes could be dropped off before the film, and sorted while it runs so that the swap can take place afterwards.

Repair Cafe

Another option is a repair cafe - this allows people to bring in items to be mended and require less space than a swap but would need experienced staff who could provide mending equipment and help e.g. needles, patches. Repair cafes and clothes swaps are becoming very popular in the current climate, so try searching eventbrite or google for local events already happening that you can bring into your venue.

Planning your event

There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on fannewreleases@watershed.co.uk to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.

- [Email template for schools/university/youth networks](#)
- [Email template for event screenings](#)
- [Email template for contacting venues](#)

Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

- [Generic press template for local press and listings](#)

Key Press Quotes

'Beautiful, informative, shocking and inspiring.... Amy Powney is a heroine' - Lisa Armstrong, The Daily Telegraph

'A film that every fashion lover - and every fashion brand - needs to see'
- Anna Murphy, The Times

'This film will shock you, inspire you - and charm you. A must-watch not just for the fashion industry but for everyone who wears clothes'
Jess Cartner-Morley, Associate Editor (Fashion), The Guardian

Thoughtfully made, highly informative and accessible... this is pure textile porn.'
★★★★ — The Guardian

★★★★ —Metro
★★★★ —Heat Magazine
★★★★ —Daily Mail
★★★★ —Morning Star

Articles of Interest

- [Sustainable fashion in the spotlight - thanks to new film](#)
- [Sustainability in fashion: Becky Hutner on Amy Powney, llamas, sustainable fashion and Fashion Reimagined](#)

- [Financial Times: Amy Powney's farm-to-fashion quest](#)
- [Business of Fashion: Amy Powney's Quest to Build a Sustainable Fashion Label](#)
- ['You can't buy a T-shirt for £1 and not know that is wrong](#) - Irish Times
- [Fashion Reimagined and Other ways to save the planet](#) - Sian Clifford

Statistics

We buy 3 times as many clothes as we did in 1980.

And wear them for half as long.

SOURCE: [Dana Thomas McKinsey McKinsey](#)

Fashion is the 4th largest contributor to climate change in Europe after food, housing and transportation and the 3rd largest consumer of water.

SOURCE: [European Commission](#)

It takes a major fashion CEO just 4 days to earn what a Bangladeshi garment worker will earn in their entire lifetime.

SOURCE: [Oxfam](#)

We produce over 100 billion garments a year.

SOURCE: [McKinsey](#)

3 out of 5 garments go to landfill within one year of purchase.

SOURCE: [McKinsey](#)

35% of ocean microplastic comes from synthetic clothes shedding in washing machines.

SOURCE: [International Union for Conservation of Nature report](#)

In 2020, China produced 48 billion meters of fabric. That's enough to wrap around the world over 1200 times.

SOURCE: [The Life and Death of a Garment by Maxine Bedat](#)

The secondhand clothing market is growing 11 times faster than traditional retail and will outpace the growth of fast fashion by 2030.

SOURCE: [Thredup](#)

Insecticides are the most dangerous category of pesticide and cotton uses more insecticides than any other crop. Many insecticides are driving the extinction of bees. 3 are fatal to people, if inhaled.

SOURCE: [Cotton: A Case in Misinformation1980](#)

Sample social media post



'A film that every fashion lover - and every fashion brand - needs to see'
- Anna Murphy, The Times

Watch the new documentary film @fashreimagined at (Venue handle) on (date)

Tickets now available: (LINK)