

# REGULATIONS

## Organization

The Associação Selectiva Moda, organizes the 8th edition of the festival devoted to Fashion Films, the only of its kind in Portugal, in partnership with the producer Farol de Ideias, Guimarães Marca and the support from Compete and Portugal 2020.

## Date and Location

The awards ceremony will take place in Guimaraes, at a date and place to be announced.

## Jury, Trophies and Support

1. The Jury members are well recognised professionals from fashion and audiovisual and shall award the following trophies and production support in the form of fees:

### NATIONAL COMPETITION

#### 1.1. Independent Author Fashion Films

- Best Director (Trophy and 1000 euros)
- Best Cinematography (Trophy and 1000 euros)

#### 1.2 Brand Fashion Films

- Best Film (Trophy)
- Best Director (Trophy and 1000 euros)
- Best Cinematography (Trophy and 1000 euros)

#### 1.3 Technical Textiles Fashion Films

- Best Film (Trophy)

#### 1.4 Home Textiles Fashion Films

- Best Film (Trophy)

## INTERNACIONAL COMPETITION

### 1.5 International Fashion Films

- Best Film (Trophy)
- Best Director (Trophy)
- Best Cinematography (Trophy)

## NACIONAL AND INTERNACIONAL COMPETITION

### 1.6 Alive Mobile Fashion Films

- Best Film (Trophy and 1000 euros)

2. The jury may award special or honourable mentions with a diploma.

3. There will be an Audience Award (Trophy) awarded according to the vote of the general public, that will be held in a specific site. The vote date will be announced on the festival website.

### FFF Audience Award

- Best Film (Trophy)

## Entry Conditions

1. Fashion Films are deemed to be short films (see section 6) with a creative audiovisual proposal, either communicating a brand or as a means of artistic expression, about:

- One or more fashion products;
- A collection by fashion designers or brands;
- A visual identity of one (or more) fashion designer or brand;
- An experimental and innovative idea on the subject of fashion;
- One or more technical textile products.

2. National Fashion Films are those in which brands (in the category of brand films) or authors (in the category of author films) are Portuguese.

3. International Fashion Films are those in which the brands and/or production/direction present international names non-resident in Portugal, even though the shooting is done in Portugal.

4. National Fashion Films are divided into four competitions: brand, technical textiles, home textiles and independent authors. Branded fashion films are commissioned by a specific fashion brand responsible for registering for the festival. Technical textiles and home textiles films are commissioned by a specific brand of technical textiles (or functional textiles) and home textiles and the brands are responsible for the registration at the festival. Independent author films are, as the name implies, independent of brands (do not promote a brand, although they may refer to one or more brands) and the author is the responsible for registering for the festival.

5. Alive mobile Fashion Films are recorded by smartphones, in Portrait or Landscape format, with minimum resolution Full HD and it is mandatory to indicate smartphone's model used in film recording. This competition has national and international scope.

6. All original works produced or published in 2019, 2020 or 2021 are allowed to enter the competition. Preferably, they must have from 1 to 8 minutes long and a maximum length of 10 minutes. The organiser reserves the right to reduce the display time of Fashion Films submitted for competition exceeding the recommended limit.

7. The videos must display the link of the site where they are hosted (YouTube, Vimeo or other) with a minimum of 720p (1080p, is recommended), possibility of downloading (full HD) it with no access password.

8. Candidates can compete with more than one video, it can be from the same director, producer or brand. Each video must have a registration on the festival's website. Registration is free, at [www.portofashionfilmfestival.com](http://www.portofashionfilmfestival.com) and deadline is October 11, 2021, until midnight GMT (+ 00:00).

9. At least one promotional screenshot (300dpi resolution - JPEG/TIFF) should be attached to each video submitted for the competition.

10. It is recommended that videos with dialogues contain English subtitles. This recommendation is not, however, a condition for entry.

11. The author guarantees the authorship of the work and assumes all liability for third party claims.

12. The organisers of the Festival reserve the right to change or revise some of the conditions of these rules.

### General Conditions

1. The organisation of the Festival is responsible for the selection of films that will go to the competition. The four most voted films by the jury, in each category, will be designated as nominees, with the attribution of an official badge sent by the organisation. The winners of each category, also receive an official badge sent by the organiser.

2. The awards goes to:
  - a) The award for Best Film for the national competitions of Brand fashion films, Technical Textiles and Home Textiles will be given to the name/person that appears in the registration form as Director or Responsible for the brand.
  - b) The technical and artistic award for national brand and author fashion film competitions will be given to the person listed as Director / Director of Photography on the same registration form or to their legal representatives.
  - c) The award for Best Film in the international film competition will be given to the Brand Manager, director of the Producing Entity or to the Producer, which is included in the registration form. The technical and artistic trophies will be given to the person listed as Director / Director of Photography on the same registration form or their legal rep resentatives.
  - d) The award for Best Film in the alive mobile fashion films competition will be given to the author on the registration form.
3. The authors of the selected videos authorise the free exhibition of their films, without royalties, at the event and on the official festival platforms (web and mobile). For the purposes of publicising the Festival, excerpts of selected works can be used in official promotional content of the event, unless otherwise expressed in the entry form.
4. The Festival reserves the right to use the winning videos for the promotion of the fashion film art and the Festival itself at screenings for such films, in similar events and future editions of this Festival.
5. The Festival's organiser reserves the right not to hold the competition in any of the categories if the quality or the quantify of the works received is not sufficient in number.
6. All the details and issues not stated in these Rules shall be decided and communicated by the organisers of the Festival.
7. Participating in this Festival implies accepting the rules set out herein.

8<sup>th</sup>  
edition

# Fashion Film Festival

FFF

COMPETE 2020 2020

## Contacts

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[www.facebook.com/PortoFashionFilmFestival](http://www.facebook.com/PortoFashionFilmFestival)

<https://www.instagram.com/portofff/>