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**LOS ANGELES FASHION FILM FESTIVAL ANNOUNCES 2018 VENUE PARTNERS:  
FRED SEGAL AND TECHNICOLOR EXPERIENCE CENTER**

*Los Angeles, California – June 26, 2018*– The LA Fashion Film Festival (LAFFF) today announced dates for its inaugural festival and unveiled its venue locations - two brands with a combined history of 159 years at the forefront of fashion and technology in Los Angeles. **The two-day festival, taking place on October 5th and 6th, will be hosted at [Fred Segal's](#) flagship Sunset Boulevard location and the [Technicolor Experience Center \(TEC\)](#) in Culver City.**

LAFFF, which is a non-profit, celebrates the emerging medium of fashion film while also promoting an inclusive, open society by using film and fashion influences to inspire meaningful interactions on cultural expression and creative identity. By partnering with two of the most respected film and fashion brands in Los Angeles, the festival will bring fashion film to life in two unique environments - fusing creativity and design with emerging technology. The cultural initiative is focused on creative collaborations that draw heavily from progressive ideas that use emerging tech – and in October, both locations will be at the frontline of this creative marketing revolution.

On October 5<sup>th</sup>, attendees will be welcomed to Fred Segal's Sunset flagship, a vast 21,000 square feet collective covering an entire block, which will present open-air fashion film screenings, educational workshops, designer pop-ups and influencer roundtable discussions.

*"We like to think of Fred Segal as a 'platform' for brands, events and experiences of all kinds. Hosting LAFFF is a great opportunity for LA to experience fashion, beauty, retail and film all together,"* said John Frierson, President of Fred Segal. *"Our flagship Sunset location with its iconic LA backdrop is a great home for the new festival."*

The following day, October 6<sup>th</sup>, the TEC will be home to LAFFF doing what it does best: pushing the boundaries of immersive audiovisual content possibilities. Showcasing the merging of fashion and beauty technology with demos, and innovative displays exploring Virtual Reality (VR) and Augmented Reality (AR) technologies; hosting expert panels and feature curated experiences.

*"The TEC is excited to open our doors to the LAFFF audience; the Technicolor family has a long history of working with top fashion and beauty brands" said Abbey Tate, Experience Director at TEC. "From branded pop-up experiences, to showing how AR is one of the best use cases of immersive media for fashion, we are excited to welcome creatives and influencers alike to further educate and explore how they can use immersive experiences"*

For consumers, LAFFF promises to be a dazzling showcase of how fashion, beauty and tech are blending to create a visionary retail experience. At the same time, LAFFF is pushing brands to further engage with their audience to create a truly connected consumer.

Whether new wave ideas on the future of brand communication or the power of carefully crafted, immersive audiovisual experiences, the festival's alignment with Fred Segal and the TEC – along industry luminaries – ***makes this one show that the fashion and tech industries will be eyeing in October.***

# LA FASHION FILM FESTIVAL

*“As a 501(c)(3) non-profit, we rely on organizations like Fred Segal and Technicolor to support these community lead efforts,” said [LAFFF co-founders Justin Merino and Leslie Bedolla](#). “Our vision is inclusion; by fusing fashion, film, and tech experiences we’re fostering a supportive community with a focus on education, collaboration and next-gen retail.”*

For more information about the LA Fashion Film Festival, please visit [www.lafashionfilmfest.com](http://www.lafashionfilmfest.com). For all general and media inquiries, please contact Justin Merino via email at [hello@lafashionfilmfest.com](mailto:hello@lafashionfilmfest.com).

## **About LA Fashion Film Festival**

*LA Fashion Film Festival celebrates the emerging dynamic medium of fashion film while also promoting an inclusive, open society by using film and fashion influences to inspire meaningful interactions on cultural expression and creative identity. For more information about LA Fashion Film Festival, please visit [www.lafashionfilmfest.com](http://www.lafashionfilmfest.com) and on Instagram at [@LAFashionFilmFestival](#).*

## **About Fred Segal**

*Fred Segal opened its eponymous doors in 1961, debuting designer denim as a lifestyle concept that instantly secured the brand as an integral part of the Los Angeles scene and celebrity culture. A unique retailer that specializes in the free-spirited mixology of Southern California laid-back luxe, Fred Segal has discovered and launched some of the most beloved fashion and lifestyle brands throughout the decades. Today, Fred Segal, which is owned by Evolution Media Capital, offers a curated and refreshing selection of new brands together with food and pop culture experiences. In addition to its flagship location on Sunset, the brand has also expanded to Japan. Discover more at [FredSegal.com](http://FredSegal.com) and on Instagram at [@FredSegal](#).*

## **About the Technicolor Experience Center**

*The Technicolor Experience Center (TEC) united talent from Technicolor and its award-winning creative brands (MPC, The Mill, Mr. X, and Mikros Image) with partners from fields as diverse as gaming, animation, traditional media, and technology. The facility enables ideation, exploration, and creation of what immersive experiences can bring to entertainment, gaming, and the full spectrum of vertical industries – such as architecture, real estate, education, healthcare, and beyond. Visit [tec.technicolor.com](http://tec.technicolor.com).*

**LAFFF:** [lafashionfilmfest.com](http://lafashionfilmfest.com)

**Fred Segal:** [fredsegal.com](http://fredsegal.com)

**Technicolor Experience Center:** [tec.technicolor.com](http://tec.technicolor.com)

**Instagram:** [instagram.com/lafashionfilmfestival](https://www.instagram.com/lafashionfilmfestival)

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