

## Bokeh 2018 festival rewards fashion and film talent

The Bokeh South Africa International Film Festival 2018, now in its fifth successful year, takes place at a gala red carpet event on 6 and 7 April 2018 in Cape Town, and 13 and 14 April 2018 in Johannesburg, with the aim of acknowledging and rewarding upcoming fashion and film talent.

“The festival has grown each year in size and scope and we can confidently say that our local South African production is now the premier global fashion film festival, attracting a host of new best-of-breed partners and entrants from around the world. We are proud to announce that Pernod Ricard has recently aligned with us through Jameson Irish Whisky, as have the iconic Napa Valley winery, Sterling Vineyards, who have been the exclusive wine partner at the Oscars for more than 10 years, as well as US media powerhouse FNL Network, who broadcast to over 60 million viewers,” said Adrian Lazarus, founder and managing director of the Mercedes-Benz Bokeh South Africa International Fashion Film Festival.



### Bokeh evolution

The evolution of the festival incorporates a series of structured monthly showcase events across SA, leading up to the gala events in April 2018. During these events, SA's top local fashion film-making talent will be presented alongside international filmmakers in collaboration with Bokeh partners.

These 'mini-festivals' will deliver a high level of interaction between industry insiders, invited guests, VIPs, filmmakers, fashion designers, media and invited Bokeh fans. The annual calendar of events includes innovative activation platforms showcasing the aligned brand partners' new products and the latest fashion film submissions from around the world. The events will also feature as an opportunity to create desirable marketing content which will be shared across all platforms.

“Mercedes-Benz has proudly been aligned to the Bokeh South Africa International Fashion Film Festival since inception, as the official vehicle sponsor, and we share the same values of precision, performance, and innovation, and the festival offers us a sensory-rich engagement platform to present these core values to a desirable and growing audience,” says Selvin Govender, marketing director of Mercedes-Benz Cars.

The gala events which will be hosted in Cape Town and Johannesburg, one week apart, will comprise of an invited industry meet-and-greet on Thursday evening, followed by a director’s daytime viewing experience on Friday. In addition to viewing the chosen fashion films, guests will experience festival master classes, makeup expos as well as industry talks and presentations from top international guest speakers and industry professionals.

## **Innovation and beautiful awards**

“Jameson Irish Whiskey is proud to partner with the Bokeh Fashion Film Festival as part of our continued support within the film community. We felt an alignment to the fearless nature and innovative execution presented by these highly talented filmmakers who express their individuality and reflect their craft without boundaries,” says Daryl Dixon, Jameson Whiskey marketing manager.

[Carrol Boyes cutting-edge design](#) in pure homeware, also aptly termed functional art, will be incorporated into iconic sculptures that will be the beautiful awards for the category winners at the 2018 Bokeh Fashion Film Festival.

“The creative collaboration between fashion film and functional art is revolutionary and we are delighted and honoured to once again be a part of such an internationally acclaimed festival,” says Taniya Miller, account executive at Carrol Boyes.

In addition to the stated sponsors, the festival is proud to be aligned to companies which include Fuji Films, Treasury Wines, M.A.C, Label M, Havaianas, La Vie Water, Segafredo Coffee and Art Lab.

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For more information or to book tickets, visit the Bokeh South Africa International Film Festival [website](#).

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