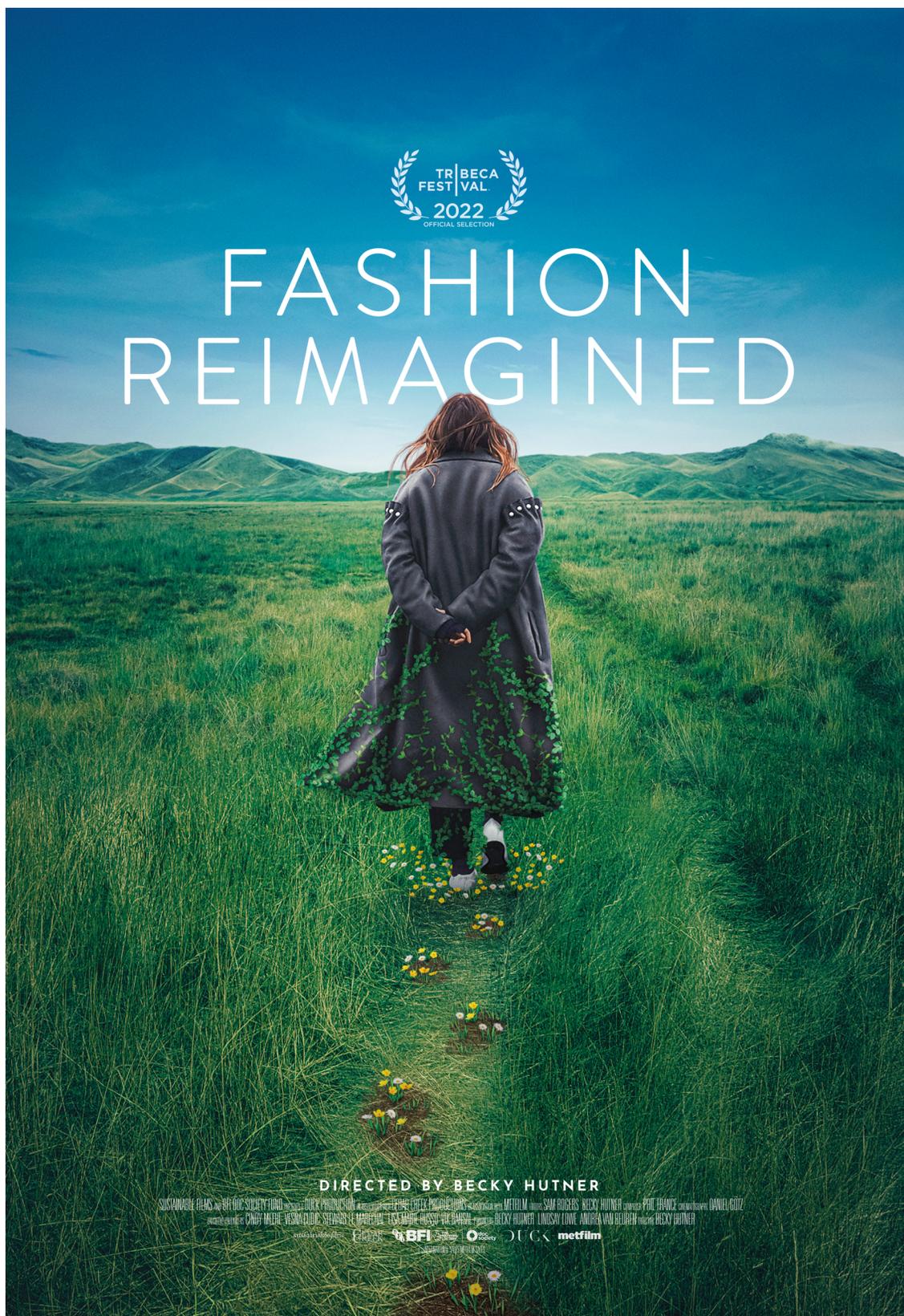




# FASHION REIMAGINED



DIRECTED BY BECKY HUTNER

SUSTAINABLE FILMS and BFF DOC SOCIETY FUND PRESENT DUCK PRODUCTIONS in association with TRIBECA FESTIVAL PRODUCTIONS in association with METAFILM. WRITTEN BY SAM ROGERS, BECKY HUTNER. CO-WRITTEN BY POUC FRANGE. CO-MONTOURAGE DANIEL GÖTZ. EXECUTIVE PRODUCERS CANDY WELBE, VESNA GUDIC, STEPHAN LE BARDEZ, LISA MARIE HUSSEY, VIKI DANIEL. PRODUCED BY BECKY HUTNER, LINDSAY LOUVE, ANDRÉA VAN BELLEH. EDITOR BECKY HUTNER.



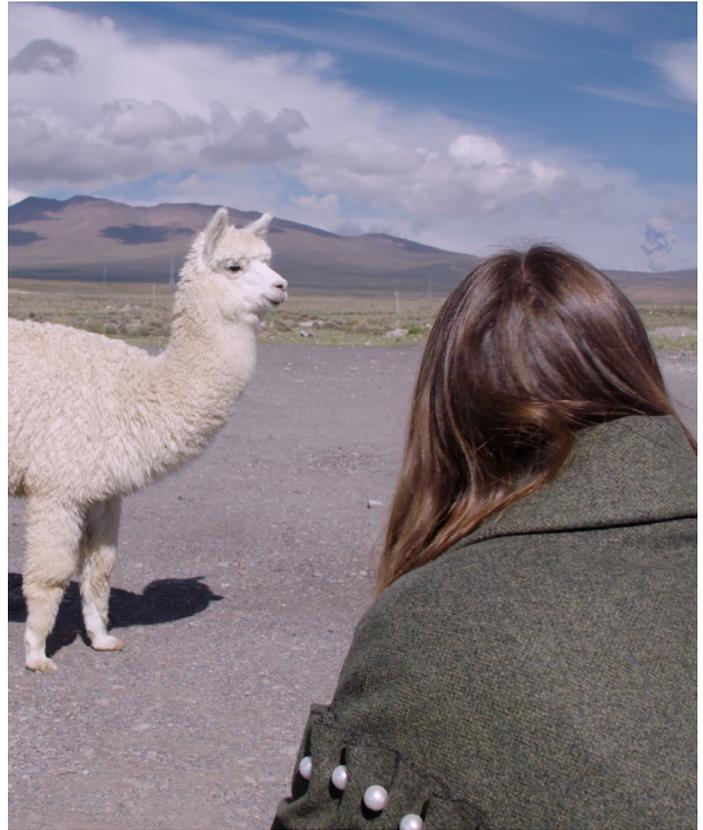
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Dear Educators,

Thank you for attending the California Film Institute's DocLands screening of *Fashion Reimagined*.

We believe this film will be a powerful and engaging text to use in your classroom, and these curricular materials are designed to get students to engage deeply with film by the common-core aligned skills of developing an evidence-based interpretation of a text.

The discussion questions on the following page offer a variety of options for fostering small-group or whole-class dialogue. If your students are already familiar with a process of writing evidence-based interpretive essays, consider using the suggested essay prompt for a short writing piece. Additionally, individual handouts for before, during, and after viewing are provided as stand-alone activities to be used individually or in sequence.

Thank you so much for your tireless work!

Sincerely,

The CAFILM Education Team

## DISCUSSION QUESTIONS

1. What are the central issues addressed in this documentary? What has changed between the start and the end?
2. What are some surprising facts you learned from this film? How do these facts shape your understanding of the central issue of the film?
3. Does this documentary feel objective and/or balanced in its presentation of the issues? Why or why not?
4. What did you see in this film that reminds you of other stories from your life or other stories you know?
5. Were there any perspectives relevant to the central issues of the documentary that were not included? How would those voices have changed the film?
6. What are some background details you noticed in this film? How do these details provide information about the time or place in which this film was made?
7. Consider other films you've seen. What makes this film unique or important? What are some connections between this film and other films?
8. In what ways does this film challenge traditional ideas of what is fashionable or desirable in clothing?
9. What was most surprising to learn about how supply chains work in fashion?
10. How can consumers make more informed and sustainable choices when it comes to fashion?
11. What steps do you think government can or should take to regulate the fashion industry?

## INTERPRETIVE ESSAY PROMPT

1. In *Fashion Reimagined*, Amy Powney and her team work to create sustainable clothing that is both stylish and environmentally conscious. Powney's clothing designs become an expression of her beliefs and values.

In an essay, reflect on your own clothing choices and explain how your clothing reflects larger narratives about you, your beliefs, or the world you live in.

## ADDITIONAL RESOURCES

### Mother of Pearl

<https://motherofpearl.co.uk/>

The official website for designer Amy Powney's clothing label Mother of Pearl.

### Amy Powney Instagram

[https://www.instagram.com/amy\\_powney](https://www.instagram.com/amy_powney)

The official Instagram for designer Amy Powney.

### Fast fashion: The dumping ground for unwanted clothes

<https://youtu.be/MHnDqelUh-4>

A 3-minute BBC web documentary on where unwanted fast fashion clothing ends up.

### 7 Facts About Sustainable Fashion

<https://www.oxfam.org.uk/oxfam-in-action/oxfam-blog/7-facts-about-sustainable-fashion/>

An Oxfam article with additional facts on sustainable fashion.

## STANDARDS

### CCSS.ELA-LITERACY.W.9-10.1

Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

### CCSS.ELA-LITERACY.W.9-10.2

Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

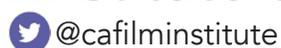
### CCSS.ELA-LITERACY.W.9-10.9

Draw evidence from literary or informational texts to support analysis, reflection, and research. summary of the text.

## ABOUT CAFILM

The nonprofit California Film Institute celebrates and promotes film as art and education through year-round programming at the independent Christopher B. Smith Rafael Film Center, presentation of the acclaimed Mill Valley Film Festival and DocLands Documentary Film Festival, as well as cultivation of the next generation of filmmakers and audiences through CAFILM Education programs.

### Follow the California Film Institute on social media





## **ABOUT THE FILM**

Fashion designer Amy Powney of cult label Mother of Pearl is a rising star in the London fashion scene. 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, which comes with a big cash prize, Amy decides to use the money to create a sustainable collection from field to finished garment, and transform her entire business. Over the following three years, her own personal revolution becomes the precursor of a much bigger, societal change.

## ABOUT THE DIRECTOR: BECKY HUTNER

Becky Hutner is a Toronto born filmmaker living in coastal England and an enthusiastic citizen of Earth. Her filmmaking journey includes five years in London creating short-form work in the fashion and culture space for DUCK Productions. Notable DUCK projects include *Painting Her Story*, a series about the gender gap in art for the National Gallery, a campaign celebrating British creativity for Visit Britain and the official coverage for London Fashion Week over 17 seasons. Becky is an Emmy-nominated editor with credits including awardwinning documentaries *Being Canadian*, and *Revolution*. *Fashion Reimagined* is Hutner's first feature.



## DIRECTOR'S STATEMENT

One day in the late 1990s in Northern England, Amy Powney woke up in a one-bedroom caravan she shared with her sister and parents on a windswept swathe of off-grid land and made her way on foot to her first day of high school. Her family's lack of materialism was instantly apparent in the way she dressed and after months of bullying, Amy found an afterschool job, saved her pennies and bought some coveted Reeboks trainers. Friends and acceptance followed suit. This was her introduction to the power of fashion.

Amy's university years studying fashion design in London neatly coincided with the rise of fast fashion giants like Topshop and Primark and for a girl so desperate to fit in, this sudden access to cheap, on-trend clothes was a godsend. Then Amy read Naomi Klein's NO LOGO about sweatshops and corporate greed and in Amy's words she "completely changed [her] course." The values of her off-grid upbringing, in which water came from the family well and power from a wind turbine built by her father, trickled back and "one of the most clued up designers in sustainable fashion" was born. (Ellie Pithers, Vogue UK)

In many ways, Amy is the perfect guide for an environmental documentary in 2022. At once accessible and aspirational, an insider and an outsider, Amy is a credible voice to a wide spectrum of people from fashion editors and royalty to the everyday shopper. She's uniquely positioned to bridge worlds, at a time when many experts agree the most important thing we should be doing to tackle climate change is talk to each other. What's more, the fashion world Amy inhabits provides a fresh on-ramp to these issues. For most of us, melting glaciers feel far away and graphs of emissions aren't exactly rousing. But we all wear clothes.

Indeed in 2022, many of us now recognize that we're buying too much, or that there is probably a dark story behind our ten pound t-shirt. Yet the details are often still fuzzy, because we don't want to look any closer or because even if we do, the complexity and lack of transparency in the fashion industry obscures the facts.

My aim with *Fashion Reimagined* is to bring into sharper focus, the story of our clothes. To highlight the people, animals and resources that go into a garment across complex global supply chains, in the hopes of fostering a greater appreciation for clothes as items to purchase thoughtfully and cherish. Despite the leaps



we've made since Amy was a university student in the mid 2000's, and notably since we started filming with Amy in 2017, fashion is still a major and ever-accelerating contributor to climate change, ocean microplastic, deforestation and landfills.

The way we produce clothing and indeed our very relationship with clothes needs to change fast. And I hope *Fashion Reimagined* can help usher in a new narrative for fashion, one in which we can all enjoy this vital artform and tool for self-expression in a way that centers people and planet.



## DURING VIEWING: EMPATHY MAP

**Directions:** *Fashion Reimagined* explores the work of Amy Powney, a fashion designer who is passionate about creating sustainable and ethical clothing. In this empathy map activity, fill out each quadrant to better understand the motivations, goals, and challenges behind Powney's work.

### THINK

What does she think about sustainability and ethical practices? What beliefs does she hold that motivate her to pursue sustainable fashion?



### SAY

What does she say throughout the film? How does she communicate her ideas and beliefs about sustainability and ethical practices?

### FEEL

What emotions does she express or might she feel throughout the film? How do her feelings and emotions influence her actions and decisions?

### DO

What does she do throughout the film? What actions does she take that are related to sustainability and ethical practices?

# AFTER VIEWING: RESPONSE QUESTIONS

## Directions:

Respond to each question, referring to specific scenes, events, and dialogue from the film as evidence for your interpretation.

1. What did you find most surprising about Powney's background or approach to fashion? How did Powney challenge or reinforce your ideas of the fashion industry?

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2. How does the No Frills collection aim to build a completely sustainable production chain from seed to shirt? What decisions were made in the creation of the collection?

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3. What are some of the ethical considerations that fashion brands should take into account when selecting their partners and suppliers?

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4. What other factors beside sustainability inform a consumer's choice of clothing purchases? What changes do you think need to happen for ethical and sustainable clothing to become the norm rather than the exception?

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5. Revisit your responses on the Anticipation Guide. Has your opinion on any statement changed? Explain what details from the movie either changed or affirmed your prior knowledge and beliefs.

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# AFTER VIEWING: FOUR C'S

## Directions:

Respond to each prompt in complete sentences, citing specific scenes, events, and dialogue from the film as evidence for your response.

### CONNECTIONS

What connections do you draw between the film and your own life or your other learning?

### CHALLENGE

What ideas, positions, or assumptions do you want to challenge or debate in the film?

### CONCEPTS

What key concepts or ideas do you think are important and worth holding on to from the film?

### CHANGES

What changes in attitudes, thinking, or action are suggested by the film, either for you or others?

Adapted from Harvard Project Zero's Thinking Routine Toolbox:

<http://www.pz.harvard.edu/resources/the-4-cs>

# EXTENSION ACTIVITY: SUSTAINABLE FASHION DESIGN CHALLENGE

## Directions:

In this activity, you will have the opportunity to create your own sustainable fashion brand, complete with a logo and line of outfits that reflect the values and needs of your community. Work in small groups to research sustainable fashion practices and design a line of outfits that incorporates these practices. Here are the steps to follow:

- 1. Research Sustainable Fashion Practices:** Start by researching sustainable fashion practices, such as using eco-friendly materials, reducing waste, and promoting fair labor practices. Use the internet, books, and other resources to learn more about the practices used by Powney and designers like her, and how they can be incorporated into fashion design.
- 2. Identify Community Needs:** Next, identify the needs of your community. Think about the climate, culture, and values of your community, as well as any specific challenges related to sustainability. Consider factors such as weather, lifestyle, and local resources.
- 3. Design Your Brand:** Create a brand name and logo for your sustainable fashion brand that reflects the values and identity of your community. Consider the colors, symbols, and font that you want to use to represent your brand.
- 4. Design a Line of Outfits:** Using the sustainable fashion practices you researched and the needs of your community, illustrate designs for a line of outfits that are both fashionable and environmentally conscious. Think about the materials you will use, the production process, and the overall look and feel of the clothing.
- 5. Present Your Brand:** Finally, present your brand to the class. Share your logo and line of outfits, and explain how they incorporated sustainable fashion practices and community needs into their design. Be prepared to answer questions from your classmates and teacher!

Remember, sustainable fashion is about more than just using eco-friendly materials. It's also about promoting fair labor practices, reducing waste, and supporting local communities. Good luck, and have fun designing your sustainable fashion brand!



# ABOUT FILM FESTIVALS



An opening night screening at the Mill Valley Film Festival.

## What is a film festival?

A film festival is an event in which multiple movies are presented over the course of one or several days. Depending on the size of the festival, all of the screenings may take place in a single theater or may involve multiple venues throughout a city. Festivals also include special events like panel discussions with filmmakers and actors. Typically, filmmakers submit their works to a festival, where a team of curators selects the best entries for inclusion in the festival. For independent and international filmmakers, festivals are often an important way to raise awareness of a film, generate an audience, and/or attract a studio to purchase the rights to distribute a film in a wider release. Acceptance into a major festival can add significant prestige to a film, with some festival awards (such as the Cannes Film Festival's Palme d'Or) considered among the highest honors a film can receive.

There are many film festivals through-

out the world, with some focusing on particular themes, such as highlighting LGBTQ films/filmmakers, specific cultural groups, or particular genres. While some of the more famous festivals may be in distant locations, there are hundreds of small festivals spread through every corner of the world and, increasingly, festivals are using streaming access to make it easier for the public to view their curated programs.

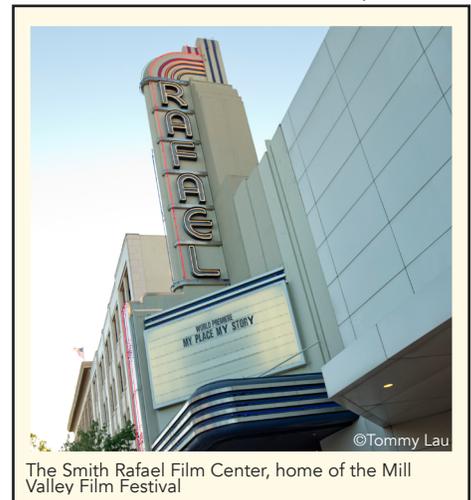
## History of the Mill Valley Film Festival

Since founding the Mill Valley Film Festival in 1977, Executive Director Mark Fishkin has shepherded this once small, three-day showcase into an eleven-day, internationally acclaimed cinema event presenting a wide variety of new films from around the world in an engaged, community setting.

The festival has an impressive track record of launching new films and new filmmakers, and has earned a reputation as a filmmakers' festival

by celebrating the best in American independent and foreign films, alongside high-profile and prestigious award contenders. The relaxed and non-competitive atmosphere surrounding MVFF, gives filmmakers and audiences alike the opportunity to share their work and experiences in a collaborative and convivial setting.

Each year the festival welcomes more than 200 filmmakers, representing more than 50 countries. Screening sections include world cinema, US cinema, documentaries, family films, and shorts programs. Annual festival initiatives include Active Cinema, a forum for films that aim to engage audiences and transform ideas into action; Mind the Gap, a platform for inclusion and equity; and ¡Viva el Cine!, a showcase of Latin American and Spanish-language films. Festival guests also enjoy an exciting selection of Tributes, Spotlights and Galas throughout the program.



The Smith Rafael Film Center, home of the Mill Valley Film Festival

## Questions to Consider:

1. What is the purpose of a film festival? What are the benefits for filmmakers? For the audience? For the community?
2. How might the films at a festival differ from the films available to watch at your local movie theater?
3. What qualities do you think festival curators might look for in a film? If you are watching a festival film with a class/school group, what aspects of the film do you think made it appealing to the curators?

## Get Involved!

Many film festivals, including the Mill Valley Film Festival, have student film categories. If you are a filmmaker, explore FilmFreeway ([www.filmfreeway.com](http://www.filmfreeway.com)) for a database of worldwide film festivals where you can submit your film. The call for entries for MVFF opens in late February and closes in June. Youth filmmakers do not have to pay an entry fee. MVFF also offers many opportunities for volunteering. Find out more at <https://www.cafilm.org/volunteer/>.