

Oasis supports the 2008 Fashion In Film Festival

oasis

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Press Release Summary: Oasis announce their collaboration with the second London Fashion in Film Festival 2008, 'If Looks Could kill', as part of their commitment to supporting emerging talent and design

Press Release Body: **The Oasis sponsored London Fashion in Film Festival 2008**, which is running till the end of May, comprises a series of films sharing the running theme of how fashion, costume and styling are used in film to add an air of chic decadence. The films will be screened at five major London arts venues, the ICA, BFI, Tate Modern, Cine Lumiere and Horse Hospital.

The festival also offers a series of talks, film introductions and Q&As. These will feature the American film scholar Tom Gunning, London-based fashion designer Bella Freud (who will introduce Mannequin in Red), fashion historian Rebecca Arnold and GQ's Editor Dylan Jones. A unique programme of new commissions by artists, fashion photographers and designers, including Shannon Plumb,



C'est L'été

Eloise Fornieles and Elizabeth McAlpine, will also premier at Tate Modern, reflecting the festival's ongoing commitment to supporting emerging artists and funding new work.

Sharon O'Connor, Managing Director of [Oasis](#) commented: "*We are very excited to be sponsoring the second **Fashion in Film Festival**. These rarely seen films, dating back to 1908, present us with a source of iconic fashion images which have visibly influenced the contemporary scene. The unique programme of new commissions highlights the creativity and originality of emerging talent and design, values shared and supported by **Oasis**.*"

In homage to this collaboration, the **Oasis AW 2008 collection** delves into the cinematic archives unique to this festival and has created a collection perfect for modern day sirens.

Paying homage to 1920's screen icon **Marlene Dietrich**, **Desire** is feminine and eclectic fusing art deco pieces in sheer fabrics with seductive suiting, perfectly echoing the Bloomsbury era. Show stopping flapper dresses with drop waists feature in luxurious fabrics of sheer chiffon and silk, lovingly adorned with delicate beading and tassel trims. Colours are sumptuous in a mix of washed out pink, berry, chocolate, camel and teal.

Luxe Tux focuses on modern androgynous tailoring with a distinct cinematic feel. Tailored tuxedo suits with razor sharp cutting sat back to structured dresses epitomize this clean as a whistle look. Cinched in waists, strong shoulders and lady like skirts create this definitive silhouette with a nod to 1950's styling. Colours appear in a rich inky mix of gold on black, blood orange and darkest red. Bags are small, structured and clutch; shoes are red high shine and stacked.

Love Story brings modern undertones to this **Ali MacGraw** seventies inspired look. Liberty print fabrics with delicate lace trims integrated in [dresses](#), blouses and volume tops. Exuding girlish charm, Love Story creates a soft naive look sat back to tougher fabrics of denim, suede and leather. Denim [skirts](#) sit high on the waist and look fresh teamed with a printed blouse and fur lined waistcoat whilst wide leg trousers feature contrast stitching with oversized front pockets.

Doctor Zhivago is pure luxe winter dressing, mixing sumptuous textures and fabrics of sheepskin, faux fur, cashmere and super soft wool. Warm handle fabrics are oversized and appear on thick shearling coats and fitted jumpers. Earthy tones of slate grey, antique cream

and sage make this look a versatile option for day or evening.

Curtain Call features a range of [must-have accessories](#) including hats in every incarnation ranging from the cute cloche to the floppy seventies felt style. Tights are patterned all over, perfect worn with this seasons stacked heel dolly shoes. Jewellery stays big whilst [bags](#) appear in extremes from small and boxy to oversized and slouchy.

The association with the **Fashion in Film Festival** also brings a wealth of influence to the **Oasis AW 2008 short film**, presenting still and moving images for a collection inspired by the feminine allure and glamour of film with a distinctive **Oasis** twist.

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About

Notes to Editor: **Oasis** was founded by **Michael and Maurice Bennett** in 1991. Delivering collections that are fashionable, wearable and are synonymous with quality, value and unique design **Oasis** continues to grow its high street and online presence.

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