

OUT OF FASHION



Out of Fashion

A documentary by Jaak Kilmi and Lennart Laberenz
about fashion designer Reet Aus and her plan to change the world

Premieres during Tallinn Design Night on September 16, 2015.

In cinemas on September 17.



Directors:

Jaak Kilmi (1973) graduated from the newly formed film school of Tallinn Pedagogical University. He has directed numerous short films, award-winning documentaries ("The Art of Selling", "Disco and Atomic War", etc.) and two feature films ("Meeting with the Unknown" and "Revolution of Pigs"). He has been a member of FIPRESCI since 1995.

Lennart Laberenz (1976) has MAs in history, philosophy and political science. From 2005, he has worked as a freelance filmmaker, author and journalist. His documentary films and television reportages have screened in German and European television stations and international documentary film festivals. From 2008, he has also been working with theatre productions in Europe and South America.

Synopsis

We live in an era of global consumption where the rate of consumption is increasing exponentially. It's no secret that the fashion industry is at the forefront of this consumption rally. Thousands of factories in the third world produce not only clothing for big corporations, but also tons and tons of toxic waste.

Fashion designer Ret Aus has an ambitious plan to change the world. Aus has realized that the only way to fight against the fashion industry is from the inside.

The documentary "Out of Fashion" follows Reet Aus's journey from Tallinn, through the fashion stages of Europe and the cotton plantations of South America, and right into the epicenter of mass production in Bangladesh.

The documentary was filmed from 2009-2014.



Reet Aus

Reet Aus has worked as a fashion designer since 1997. Since 2002 she has created her collections using the principle of reusing discarded materials to create a product of higher value, or upcycling. This process allows the textile waste produced during garment manufacture to be sent back into production through smart design, thus noticeably reducing the environmental impact of the industry. Reet Aus wrote her doctoral thesis on the possibilities of introducing upcycling into mass production in the fashion industry.

Reet Aus is a Senior Research Fellow at the Estonian Academy of Arts and active as a costume designer in theater and film productions throughout Estonia. In 2015, the Nordic Business Report selected Reet Aus as one of the Top 20 Women in Business in the Nordic region.

Honors:

TOP 3 European Environmentally Friendly Enterprise (2014), Woman of the Year (BPW Estonia 2014), Noteworthy Young Estonian (TOYP Estonia 2014), Environmentally Friendly Enterprise (Ministry of the Environment 2013), Civil Society Enterprise of the Year (NGO Association 2013), Woman of the Year – Magazine “Anne ja Stiil” (2013), Fashion Motor (2009), Natalie Mei Theatre Arts Annual Prize (2007), Estonian Theatre Prize (2006), Republic of Estonia Cultural Prize (2004), Little Needle (2003)





Context:

Ever since fast fashion took the stage in the early '90s, priority has been given to cheap prices on garments. The goal is to find the cheapest fabric, the simplest cut, and the lowest priced vendor. Take a regular pair of jeans: the raw material is grown on South American cotton plantations, the fabric woven in India and the jeans sewn in Bangladesh. From there, the garment is shipped to stores all over the world. On its journey through the developing world, our everyday pair of jeans experiences physical abuse, child labor and 80-hour work weeks. And that's why we're able to buy cheap garments from stores. True, they only last one season due to poor quality and chemically processed fabrics. But this generally doesn't bother consumers, as there are new, cheap products always waiting for them at the store.

So it's no wonder that garments have lost their value and people consume them like disposable napkins. This system results in environmental destruction and enormous amounts of industrial waste.

Together with fashion designer Reet Aus, we try to find an answer to the question: is there a way out?



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Original title: Moest väljas

Director: Jaak Kilmi & Lennart Laberenz

Cinematographer: Lennart Laberenz, Mart Taniel

Producer: Katrin Kissa, Jaak Kilmi

Consultant: Reet Aus

Editor: Liis Nimik

Composer: Jarek Kasar

Sound Designer: Matis Rei

Production Company: Homeless Bob Production

Length: 60'

Aspect Ratio: 16:9

Screening Format: DCP

Support:

Estonian Film Institute

European Union MEDIA Program

Estonian Cultural Endowment

Contact:

Lili Pilt

Homeless Bob Production

Telliskivi 57 -68 Tallinn 10412

lili@too.ee

53324618

www.homelessbob.ee

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