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FOR IMMEDIATE RELEASE

Donatella VERSACE to Present Best Costume Designer Award at the 4th Asian Film Awards

New award recognises Asian film costume design talent

(Hong Kong, February 22 2010) The Hong Kong International Film Festival Society (HKIFFS) today announced that renowned fashion icon **Donatella VERSACE** will be presenting the Best Costume Designer Award at the 4th Asian Film Awards (AFA). The award is a new addition to the AFA this year to recognise the work of Asian costume designers in cinema.

Donatella VERSACE, Vice President and Creative Director of the Versace Group, is a giant in the fashion industry. Respected worldwide as an authority in design, she was made Honorary Chairwoman for London's Fashion Fringe in 2008 and 2009, an industry event to uncover upcoming designer talent.

"I am deeply honoured to be presenting the Best Costume Designer Award at the 4th Asian Film Awards," said Donatella VERSACE. "Fashion is a state of mind that goes deeper than what you can see with the eye, and the same goes for exquisite films that touch our hearts and minds. This award will highlight the convergence of design and cinema and promote talented designers in Asia across the world stage."

Donatella VERSACE is a pioneer in inviting world-class celebrity endorsements to promote Versace, an iconic brand she built in collaboration with her late brother Gianni VERSACE. Since designing the famous Versace Green Dress, also known as the "Jungle-Dress", for Jennifer LOPEZ at the Grammys, her designs have contributed to red carpet glitz and glamour by dressing some of the world's most famous stars such as Drew

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BARRYMORE and Jennifer GARNER at the Golden Globes Awards recently, and LOPEZ and Beyoncé KNOWLES at this year's Grammy Awards. Zoe SALDANA, star of the highest grossing movie of all time, *Avatar*, recently wore a Versace gold and silver shimmer dress to its premiere. Donatella VERSACE has made cameo performances in many films related to the fashion industry, including *Zoolander*, and the Versace brand is mentioned in countless other films, including the 2006 hit *The Devil Wears Prada*.

“Donatella VERSACE is one of the most admired personalities in fashion today and we are proud to have her present the inaugural Best Costume Designer Award,” said Ms. SHAW Soo Wei, Executive Director of the HKIFFS. “She is a true inspiration to designers worldwide and has a special connection with people in Asia due to her deep personal care for this region and the humanitarian work she has carried out here.”

Donatella VERSACE visits Asia frequently for her philanthropy work. One of her high profile visits included a trip to China after the 2008 Sichuan earthquake with movie star Jet LI to fund the rebuilding of an elementary school in Sanjiang through the Jet Li One Foundation. She also organised the Versace/One Charity Gala in China in late 2008. The Gala included a full scale, Milan-style fashion show and an exclusive charity auction to raise funds for the Foundation. Versace and the Jet Li One Foundation established a partnership to open children's centres for post trauma and psychological relief in Sichuan Province.

This year's Best Costume Designer Award will apply to Asian films produced in 2009 and will be decided by jury and voting members in accordance with AFA Rules and Regulations.

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Renowned fashion icon **Donatella VERSACE** will be presenting the Best Costume Designer Award at the 4th Asian Film Awards (AFA).

Press accreditation for the 4th AFA is now open at:

http://society.hkiff.org/en/press_accreditation_media.php

The closing deadline is 5th March, 2010.

For further information, media only:

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Asian Film Awards (AFA)

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Inaugurated in 2007, the Asian Film Awards (AFA) is an international pioneering programme, honouring filmmakers with outstanding achievements in the field of Asian cinema. Eminent filmmakers and superstars from around the world are invited to bestow awards upon winners of each category, making the ceremony an elaborate extravaganza. A jury panel, comprising of international professionals and prominent members in the community of world cinema, will select the award winners among eligible films produced in the region in that year. Over the years, prominent guests, stars and filmmakers who attended the AFA include: Oliver STONE, William HURT, Arthur COHN, Barrie OSBORNE, Harvey WEINSTEIN, Luc BESSON, Jet LI, John WOO, Rain, Andy LAU, Joan CHEN, Tony LEUNG, Michelle YEOH, SHU Qi, Josephine SIAO, HOU Hsiao-Hsien, Brillante MENDOZA, SONG Kang-ho, JEON Do-yeon, NAKATANI Miki, KWAI Lun-Mei, Priyanka CHOPRA and many more. The crowning awards presentation ceremony promises an evening of glitz and glamour that befits the honouring of the highest achievements in Asian cinema.

For more information, please visit the official AFA website at:
<http://www.asianfilmawards.asia>

About The Hong Kong International Film Festival Society (HKIFFS)

Uniting the World through Film

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organisation dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programs, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong. Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society organises three annual flagship events in March and April: Hong Kong International Film Festival (HKIFF), Hong Kong-Asia Film Financing Forum (HAF) and Asian Film Awards (AFA). Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspired films all year round.

Concurrent Events

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The Hong Kong International Film Festival (HKIFF)

The Hong Kong International Film Festival (HKIFF) is one of Asia's most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new works and experience outstanding films.

Screening over 250 titles from more than 50 countries in 11 major cultural venues across the territory, the Festival is Hong Kong's largest cultural event that reaches an audience of over 580,000 including 4,500 business executives who attend Hong Kong Film and Television Market (FILMART), a concurrent event of the HKIFF.

Committed to discovering new talent, the Festival premieres the breadth of Chinese cinema and showcases Asian talents. As a lifestyle event, festival-goers can enjoy world-class films, attend seminars hosted by leading filmmakers from around the world, visit film exhibitions, join celebration parties, and more.

The Festival draws extensive media coverage from over 560 global press members and continues to grow in vital importance as the premier platform to launch films to Asia. The 34th HKIFF will be held from 21st March to 6th April, 2010.

For more information, please visit the official HKIFF website:

www.hkiff.org

About Hong Kong-Asia Film Financing Forum (HAF)

Hong Kong-Asia Film Financing Forum (HAF) is widely recognised as one of the most important film-financing platforms in Asia. HAF brings Asian filmmakers with upcoming film projects to Hong Kong for co-production ventures with top film financiers, producers, investors, distributors and buyers. Attended by 1,000 filmmakers and financiers, more than 20 projects are selected to participate in this three-day event.

Past participants include Mainland China's JIA Jiangke, JIANG Wen and LOU Ye, Hong Kong's Stanley KWAN, Ann HUI, Gordon CHAN, PANG Ho-cheung, Taiwan's TSAI Ming-Liang, Japan's SABU, NAKATA Hideo, OTANI Kentaro, KORE-EDA Hirokazu, MIIKE Takashi and YUKISADA Isao, Korea's KIM Jee-woon, PARK Chan-wook, E J-yong and IM Sang-soo as well as

Thailand's EKACHAI Uekrongtham, Nonzee NIMIBUTR and Pen-ek RATANARUANG. The 8th HAF will be held from 22nd to 24th March, 2010.

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For more information, please join the HAF Facebook community at <http://www.facebook.com/haf.asia> or visit the HAF official website at <http://www.haf.asia>.

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