

“New Muse - Gilded Visions” by Iranna Baniasadi



Photo courtesy: shuttertock.com



Photo courtesy: @alexandraborsuk

Raise your glasses, ladies and gentlemen—this September marked not only the 50th anniversary of the [Toronto International Film Festival](#), but also another unforgettable celebration by the [Canadian International Fashion Film Festival](#). In proud partnership with [Pinterest](#), as its official Media Partner, the festival hosted its annual star-studded party during TIFF, “New Muse - Gilded Visions”, at the elegant [Mademoiselle](#)

The evening began with opening remarks from none other than Roger Gingerich, fondly known as the **Godfather of Fashion in Film**. With a remarkable 4 decade career that includes eight seasons as Director of Strategy for Fashion Week, over 20 years as a part-time fashion professor, eight years on the board of Fashion Group International, and his current role as a board member of the Commonwealth Fashion Council, Roger brought both gravitas and charm to the evening.



Photo courtesy: @alexandraborsuk

Following his speech, guests enjoyed a variety of artistic and immersive experiences— live personalized illustrations by the exceptionally talented [Beckie Di Leo](#), dual red carpets that kept photographers busy all night, aerialists, a live acrylic painting by [Andrea McLeod](#) and a fun throne photoshoot experience. It was a night of glamour and creative connection, masterfully curated by Roger himself. His dedication to nurturing the global fashion film industry has helped elevate its presence and celebration within Canada— proof that when it comes to uniting creative minds, no one does it quite like Roger Gingerich.



As a model and creative myself, Roger’s events are ones that I will always show up to. Why? Because not only is he one of my dearest friends in this industry, but I also admire the vision and drive that he has. Additionally, with fashion events, it’s another fun opportunity for me to do what I love — put together my next best look, make a presence, connect with other creative minds and of course, enjoy art.

Last but certainly not least, an extra special shoutout to the incredible sponsor’s of this evening; [Pinterest](#), [CAFTCAD](#), [Quest Audio Visual](#), [Rent The Couture](#), [Toronto Auto Brokers](#), [Sunbelt Rentals](#), [Watch DNA](#), [TriBro Studios](#), [Mademoiselle](#), and [Institutional Property Advisors](#).