



Presents

ADVANCED STYLE



A Film by Lina Plioplyte and Ari Seth Cohen
72' | USA | 2014 | HD

advancedstyle.blogspot.co.uk

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SHORT SYNOPSIS

Advanced Style is a documentary that examines the lives of seven unique New Yorkers whose eclectic personal style and vital spirit have guided their approach to aging. Based on Ari Seth Cohen's famed blog of the same name, this film paints intimate and colorful portraits of independent, stylish women aged 62 to 95 who are challenging conventional ideas about beauty, aging, and Western culture's increasing obsession with youth.

MEDIUM SYNOPSIS

The recent emergence of street style as a cultural phenomenon has changed the way we look at fashion forever. In 2008, Ari Seth Cohen, a recent transplant to New York City, began a journey to document the style and stories of the city's senior set.

Advanced Style is a documentary that examines the lives of seven unique New Yorkers aged 62 to 95 whose eclectic personal style and vital spirit have guided their approach to aging. Director Lina Plioplyte follows these fashionable ladies' daily adventures of living in the city, capturing their most entertaining and poignant moments. From the instant that Cohen first meets these vibrant characters on the streets of New York, it is evident that they are destined for fame. From a glamorous 81-year-old dancer from the legendary Apollo theater, to an 80-year-old owner of a storied boutique on the Upper West Side with a penchant for over-the-top accessories, to a 93-year-old West Village artist known for her colorful ensembles and iconic red eyelashes crafted from her own hair, these ladies offer their own unique perspective on overcoming life's obstacles with style and grace, proving that age is merely a state of mind. Advanced Style paints colorful and intimate portraits of independent, stylish women who are challenging conventional ideas about beauty, growing old, and Western culture's increasing obsession with youth.

LONG SYNOPSIS

The recent emergence of street style as a cultural phenomenon has changed the way we look at fashion forever. In 2008, Ari Seth Cohen, a recent transplant to New York City, began a blog depicting the style and stories of the city's senior set. Advanced Style is a documentary that examines the lives of seven unique New Yorkers all featured on Cohen's blog of the same name, whose eclectic personal style and vital spirit have guided their approach to aging. Filmmaker Lina Plioplyte takes a fresh and casual approach in documenting the lives of the protagonists in her full-length directorial debut. The camera follows these fashionable ladies' daily adventures of living in the city, capturing their most entertaining and poignant moments. From the instant that Cohen first meets these vibrant characters on the streets of New York, it is evident that they are destined for fame. Meet Jackie "Tajah" Murdock – a glamorous 81-year-old dancer

from the legendary Apollo theater, who has harbored dreams of becoming a high-fashion model since she was a girl. Lynn Dell Cohen, the 80-year-old self-proclaimed “Countess of Glamour” with a penchant for over-the-top accessories and owner of a storied boutique on the Upper West Side, is finally achieving her dreams of celebrity while simultaneously facing the reality of her and her husband’s mortality. Ilona Royce Smithkin, a 93-year-old recognized by her colorful ensembles and iconic red eyelashes, established a successful early career as an artist, painting the likes of Ayn Rand, only to fully embrace her potential in her 90s when she understands the value of what she can offer to others. Joyce Carpati is an 80-year-old who embodies elegance with her signature braid and pearls, passing on her fashion secrets (and vintage Chanel bags) to her willing granddaughter. Celebrated fashion icon Zelda Kaplan talks frankly about memory loss with humor on the eve of her 95th birthday. Deborah Rapoport, age 67, is a performance artist, natural healer and textile designer whose quirky sense of DIY style has gotten in the way of finding love, until now. The youngest of the ladies at 62, Tziporah Salamon rides around NYC on her Bianchi bicycle parading her exquisite collection of vintage items collected over a lifetime, beginning the transition towards understanding what will truly bring her fulfillment. Despite their differences, the women are all united by their love of style and strong sense of self. As Cohen’s blog comes to the attention of the international fashion community, an industry traditionally associated with youth, the ladies find themselves in a position of newfound fame and cultural influence. Each offers their own unique perspective on overcoming life’s obstacles with style and grace, proving that age is merely a state of mind. Advanced Style paints colorful and intimate portraits of stylish older women who are challenging conventional ideas about beauty, growing old, and Western’s culture’s increasing obsession with youth.

FILMMAKER'S STATEMENT – ARI SETH COHEN

I grew up in San Diego and was best friends with my grandmothers. I have had a special connection to older people ever since I was a child. My grandmother Bluma told me that if I wanted to do something creative I should move to New York. In the 2008 I finally made it NYC after my grandma passed away. I was instantly inspired by the incredibly dressed, vital and active seniors I saw walking around the city. I borrowed my roommates camera, having never taken a photo before, and hit the streets to photograph and interview older people.

At this time I was living in Williamsburg, Brooklyn and I used to visit the same coffee shop everyday. Lina was working at the coffee shop and I really appreciated her sense of style and incredible energy. One day I came in and said, "I just moved to New York and am looking for friends." Lina was a bit caught off guard, but I knew we would have something in common.

I told Lina that I was thinking about starting a blog that would feature my photos and interviews of stylish seniors. She told me that she always felt connected to older people too. A few months later, the blog was up and running and gaining popularity very quickly. Lina, now working as a videographer making fashion videos, contacted me over facebook asking if she could film some of my subjects.

This is where the idea for the film was born. Lina and I started interviewing some of the ladies from my blog and realized that there was a story to be told. We eventually started a kickstarter campaign and made the film on under \$50,000. I think its interesting to note that this was a very organic process and an incredibly small team. It was Lina and I and a camera. We filmed the ladies off and on for over four years and are finally ready to present the film to the world.

ABOUT THE FILM-MAKERS:

LINA PLIOPLYTE

Lina Plioplyte is a Lithuanian born filmmaker, living and working in New York. Her movie making journey began as a journalism student in Lithuania and later at CU Boulder. After moving to NYC in 2007 she incorporated her love of fashion and color in her video work for NYLON magazine. Currently she is creating short films, music videos and documentaries about bright personalities. Advanced Style is her feature directorial debut.

ARI SETH COHEN

Ari Seth Cohen is the creator of Advanced Style, a blog devoted “to capturing the sartorial savvy of the senior set.” He says, “I feature people who live full creative lives. They live life to the fullest, age gracefully and continue to grow and challenge themselves.”

Ari has a longtime interest in clothing and style and a lifelong affinity for his elders. When he was growing up, his late grandmother (a librarian) was his best friend; her “energy and attitude towards life” continue to inspire him. As a result, he couldn’t help but question the absence of mature faces in the fashion world. “I noticed a lack of older people in fashion campaigns and street style sites,” he says. “I wanted to show that you can be stylish, creative and vital at any age.”

At 31, Ari is far from being eligible for a featured spot in Advanced Style. Still, he does have a decade’s worth of professional accomplishments. His first book(now on its 7th printing) was published in 2012 and was quickly followed up by a Coloring Book on the same subject. In addition to developing a blog that’s been touted by the New York Times, the New Yorker, Vogue, and Forbes, Cohen's photographic work includes the 2013 Summer Eyewear campaign for Karen Walker, a digital campaign for Coach, and fashion editorials for Vogue Australia, Grey Magazine, and German Rollingstone. Before becoming a blogger, he spent years working in fashion production and retail management. Ari lives in New York City.

Credits

Director	Lina Plioplyte
Producer	Ari Seth Cohen
Associate Producers	Eliza Coburn, Bec & Bridge Randi and Charles Wax David and Sharon Wax
Directors of Photography:	Lina Plioplyte
Film Editors:	Michael Carter
Music:	Kelli Scarr
Sound:	Thomas Joyce

Production Company:
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