

WeTransfer

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WeTransfer to Debut Harris Reed's New Short-Documentary Film on their digital arts platform WePresent

Launching on 28 April, the film takes us on a behind-the-scenes journey through the fluid designer's creative process



LONDON, April 28, 2022 - WePresent, the digital arts arm of WeTransfer, has commissioned and co-produced *A Tale of Community, Creativity and Collaboration* - a new short-documentary film in collaboration with trailblazing fashion designer Harris Reed, taking viewers backstage and into his creative process to spotlight the power of collaboration while using WeTransfer.

Recognised for his spectacular clothes that challenge ideas about identity, history, and preconceptions of sexuality and masculinity, the British-American designer caught the attention of high-profile, creatively-led artists such as Harry Styles, Solange Knowles, and Alessandro Michele even before finishing his studies at Central Saint Martins.

Today, Harris Reed creates boundary-pushing designs that explore the transformative power of clothing and its correlation with identity and liberation. Working with a community of creative collaborators, Reed brings his ideas to life with milliners, illustrators, and sculptors sitting at the very heart of his collections.

The new film by WePresent captures these relationships, and the tools and techniques he uses to bring his vision to life that are integral to Reed's designs and work. In the process, the film spotlights some of the creatives the designer looks to to make his collections sing. Filmed in the run up to his February show at London Fashion Week and his Fashion in Motion show at the Victoria & Albert Museum, *A Tale of Community, Creativity and Collaboration* tells the story of Reed's rise to fame and his vision for the beauty of fluidity.

Speaking of the new documentary, **Harris Reed** said: *"Working with WeTransfer has been one of the most collaborative and free projects I have ever worked on. It has been such a privilege to work with a team who want me to be able to showcase what it is that I do, stand for, believe in, and represent. WeTransfer as a tool has always been integral to my creative process, so to make a documentary with them that delves further into this process and all of the collaborators it involves was a real honour for me."*

Holly Fraser, Senior Director of WePresent also said: *"As a platform founded by creatives for creatives, we are delighted to be working with such an inspiring designer. Our short film captures Harris Reed's unique creative process and spotlights his extraordinary team of talented collaborators at work. Designed to give the audience an inside view of a pivotal moment in the designer's exciting career, the film depicts Harris Reed's transformative and boundary-pushing designs and the power of collaboration through WeTransfer."*

A Tale of Community, Creativity and Collaboration will be available to watch exclusively on WePresent from Thursday 28 April on wepresent.wetransfer.com

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NOTES TO EDITORS

About WePresent

WePresent is WeTransfer's digital arts platform, acting as the company's cultural torchbearer to a monthly audience of 3 million in around 190 countries. Collaborating with emerging young talent to renowned artists such as Marina Abramovic, Riz Ahmed, FKA twigs and Bernardine Evaristo, WePresent showcases the best in art, photography, film, music, literature and more, championing diversity in everything it does. The platform's commissions range from editorial features to films, illustrations, photography series, events, installations and social media activations, with an aim to offer a fresh take on the magic and mystery of creative ideas.

<https://wepresent.wetransfer.com/> | @wepresent

About WeTransfer

WeTransfer streamlines the workflow process for millions of creative professionals. Its suite of creative productivity tools make it easy to collaborate, share and deliver work. WeTransfer has more than 87 million monthly active users in 190 countries.

As a certified B Corporation™, WeTransfer has long been a champion of using business as a force for good. Since its founding in 2009, WeTransfer has donated up to 30% of its advertising real estate to raise awareness for artists, creative work, and the world's most pressing issues.

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