

A film by Manuela Juan
and Rosy Ramirez

PRESS KIT

Yo, ellos

Clothing becomes a language of the self, where identities confront, shape, and echo each other.

Creative Direction: Manuela Juan y Rosy Ramirez

Styling by Manuela Juan

Sound Design, Editor & Videography by Rosy Ramírez

Production: Anja Stroka / Armando Sauzullo

Cast: Azul Alba / Elea Baumgartner / Stepan Keremetchi / Alessandro Marcellino / Hela Kenth / Klara Hjalt /

Margherita Materassi

Voice: Macarena Arias

An independent fashion film production, 2025. Runtime: 4:25. Language: Spanish (English subtitles)

SHORT SYNOPSIS/ LOGLINE:

In *Yo, ellos*, fashion transforms into narrative. Clothing embodies six archetypes, reflecting the many personas within us. The film portrays style as both mask and mirror, merging emotion and identity into a visual meditation on the hidden layers of self.

BRIEF SYNOPSIS: (ENG)

Yo, ellos is a fashion film that reveals how the act of dressing transforms into a form of storytelling. Clothing becomes a reflection of our inner selves, embodying the many personas we carry and merging style with the expression of our emotions and identity. Through six archetypes — *Deception, Superficiality, Insecurity, Romanticism, Courage, and Stability* — the film portrays fashion as both mask and mirror, giving shape to the hidden dimensions of the self.

SINOPSIS BREVE: (ESP)

Yo, ellos es un fashion film que muestra cómo el acto de vestirse se transforma en una narrativa propia. La ropa se convierte en una extensión de nuestro mundo interior, uniendo el estilo con la expresión de nuestras emociones y nuestra identidad. A través de seis arquetipos — *Decepción, Superficialidad, Inseguridad, Romanticismo, Coraje y Estabilidad* — el film muestra la moda como máscara y reflejo, dando forma a las dimensiones ocultas del ser.

DIRECTOR'S STATEMENT:

Yo, ellos explores how emotions influence not only the way we act, but also the way we dress. Fashion becomes a mirror of our inner world — a visual and conceptual response to our feelings, our surroundings, and to the present moment. It is not simply about what we wear, but why we wear it, and how our emotional state silently guides those choices.

The narrative follows a protagonist who represents the conscious self, while the surrounding characters embody the diverse emotions that inhabit her. Each state is personified through a distinct persona, expressed through style, gesture, and aesthetic codes. They are not separate identities, but interconnected facets of who she is.

Sound was as central for us as the visuals. We approached it not as background but as emotional texture — marking transitions between archetypes and echoing the protagonist's inner dialogue. Silences, shifts in rhythm, and subtle layers heighten the psychological atmosphere, allowing the audience to not only see but also feel the interplay of these inner states.

The space — a circle of chairs resembling a group therapy session — serves as a metaphor for the mind. It reflects how emotions exist in dialogue: confronting, supporting, or silencing one another. This interplay reveals that emotions are not isolated but interdependent. In this film, fashion becomes both a narrative device and a psychological language, where clothing choices act as emotional expressions.

CREDITS:

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Voice: Macarena Arias

Assistance: Emma Innocenti / Natalia Gasperin / Sergio Ghedin / María Elena Zecca

Featuring garments by designers: Isabella Valdez / Kyle Aleks / Jose Luis Alessandretti

Special thanks to: Giacomo Raffaelli / Emiliano Zelada

MUSIC RIGHT INFO.

Original sound design, recording, and mix by Rosy Ramírez. Most sounds were captured on-site during the shoot (June 3, 2025) and complemented by a personal library of recordings created specifically for this project. As the sole author and rights holder, the filmmaker retains full ownership and clearance for all audio elements.

STILLS:

