

BEAUTY
WILL TRANSFORM
YOU



VIAL

A FILM BY CAROLINE IAFFALDANO

A TED & JANE PRODUCTION STARRING CLAUDIA SULEWSKI • KAYRA THEODORE • ELISHA HERBERT AND PETER VACK
ORIGINAL SCORE BY KATYA RICHARDSON EDITED BY LEXI HILAND COSTUME DESIGN BY LINDSEY HARTMAN
PRODUCTION DESIGN BY HALEY APPELL DIRECTOR OF PHOTOGRAPHY KAYLA HOFF
EXECUTIVE PRODUCERS CAROLINE IAFFALDANO • LE SEYDEL • CLAUDIA SULEWSKI PRODUCED BY LE SEYDEL • TALLULAH DIRNFELD
WRITTEN BY CAROLINE IAFFALDANO DIRECTED BY CAROLINE IAFFALDANO

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SYNOPSIS

Poppy Jones is a world-renowned supermodel who struggles to maintain her career at the ancient age of 27. She has worked her way to the top alongside an influential photographer, Keith, who largely controls her career.

Keith is *very* hands-on when working with his models and often crosses boundaries. While trying to discard Poppy and replace her with a younger model, he comments on Poppy's lack of vivacity and suggests she visit an apothecary.

Poppy reluctantly goes and meets Cosmo, an alchemist who looks like she's in her 20s, but she reveals she's over 40. And just like that, Poppy is on her way with a vial filled with a potent remedy only to be taken in small doses. Poppy quickly notices fantastic results, but more is needed to gain Keith's attention. How much will Poppy take to maintain her appearance?



CAST

Starring Claudia Sulewski



Kayra Theodore



Elisha Herbert



And Peter Vack



DIRECTOR

caroline iaffaldano

DIRECTOR

caroline iaffaldano is a LOS ANGELES-BASED FILMMAKER FOCUSING ON SURREALISM AND HIGH-STYLE VISUALS. CAROLINE PUSHES THE VIBRANCY AND WONDER WITH A POINTED SOCIAL MESSAGE, CREATING CINEMA WITH VISUAL PLEASURE BY AND FOR THE FEMALE GAZE. SHE STUDIED FILM & TELEVISION PRODUCTION AT THE UNIVERSITY OF SOUTHERN CALIFORNIA AND HAS DIRECTED A RANGE OF MATERIAL FROM NARRATIVE, TO MUSIC VIDEO, TO COMMERCIAL WORK. CAROLINE USES ECCENTRICITY AND UNIQUE VISUALS PAIRED WITH GROUNDED PERFORMANCES AS A WAY TO LOOK AT COMPLEX THEMES OF POWER STRUCTURES, THE FEMALE EXPERIENCE, AND DYSFUNCTIONAL SYSTEMS.



"Vial is a twist on a classic fairytale that looks into beauty standards, patriarchal power, and its intersection with the world of wellness under modern capitalism. It focuses on how wellness can be a space for misogyny to prey on the insecure and to push unrealistic beauty standards forward, all while being repackaged under the name of health.

I started working in wellness at 16, even selling tinctures and apothecary herbs for many years. I have been on the receiving end and seen the expert marketing that can pick you apart only to sell you a product. I've always been acutely aware of my body and its perception, and I have struggled to find worth outside of beauty, which society has made our currency. At a young age, I felt the pernicious effects of these beauty standards that pervade our culture. When turning to wellness to heal, I found myself more lost than when I started searching.

My work combines absurdity and extravagance in style with authentic experiences and grounded performances. I am particularly interested in unraveling societal standards through pointed social commentary seen through the female gaze.

Everything in the frame is purposeful and visually stimulating. The contrast of high style with authentic performances in my work makes for a truly unique, fun, and poignant film that is always driven by a strong female point of view."

KEY PLAYERS: ALL WOMEN DEPARTMENT HEADS

LE SEYDEL

PRODUCER/EP

"RAISED IN ATLANTA, GEORGIA BY A FAMILY THAT PRIORITIZED ENVIRONMENTAL STEWARDSHIP AND SOCIAL JUSTICE AWARENESS, I FELT FROM AN EARLY AGE; IF I WASN'T PART OF THE SOLUTION, I WAS PART OF THE PROBLEM. AS I GOT OLDER, IT BECAME INCREASINGLY OBVIOUS TO ME THAT MEDIA & MOVIES WERE ONE OF THE MOST IMPACTFUL WAYS TO CATALYZE CHANGE AND ULTIMATELY, I ENDED UP AT THE UCLA SCHOOL OF FILM AND TELEVISION. IN COLLEGE, I WORKED IN FILM PRODUCTION AND ARTIST MANAGEMENT AND ACCEPTED A COORDINATING POSITION, HELPING TO PUT ON ONE THE LARGEST FULLY NON PROFIT MUSIC FESTIVALS IN THE NATION, M3F FEST, IN PHOENIX, ARIZONA. AFTER GRADUATION, I WORKED ON PRODUCTION TEAMS FOR CLIENTS RANGING FROM DUA LIPA AND BILLIE ELISH TO WHATSAPP AND SPOTIFY, BUT AS THE CLIENTS AND PRODUCTION COMPANIES CHANGED, THE TOXIC CULTURE AND WASTEFUL PRACTICES ON THESE SETS REMAINED THE SAME. *IF YOU AREN'T PART OF THE SOLUTION, YOU ARE PART OF THE PROBLEM.*"

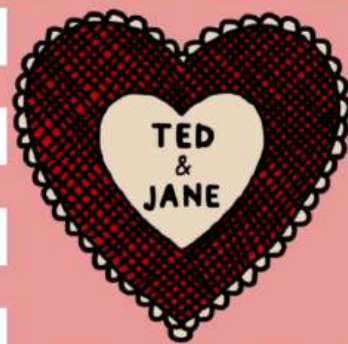


TED & JANE

PRODUCTION COMPANY

TED & JANE IS AN ETHICAL MEDIA PRODUCTION COMPANY AND CREATIVE HOUSE BASED IN LOS ANGELES, COMMITTED TO MAKING HIGH IMPACT ART & EXPERIENCES, WITH A LOW IMPACT ON OUR PLANET. WE SUPPORT LABELS, ARTISTS, BRANDS AND AGENCIES IN THEIR MORE IMAGINATIVE ENDEAVORS, SPECIALIZING IN THE PRODUCTION OF MUSIC VIDEOS, STILLS, LIVE EVENTS AND SHORT FILMS. WE ARE DEDICATED TO COLLABORATING WITH YOU. WHETHER IT BE THE NEED FOR CONNECTION, COMMUNICATION, PRODUCTION OR MORE, EVERY PROJECT GETS INDIVIDUALIZED CREATIVE CARE BASED ON ITS NEEDS.

DO IT RIGHT. TED & JANE IS COMMITTED TO HOSTING ENJOYABLE COLLABORATIONS THAT BREED IMPACTFUL SOLUTIONS. FROM INITIAL CONCEPT TO FINAL DISTRIBUTION, WE ARE HERE TO SERVE YOUR CREATIVE VISION IN A WAY THAT LETS YOU SLEEP WELL AT NIGHT. FOCUSING ON CONSERVING RESOURCES, REDUCING PLASTICS, CASUALLY EDUCATING, AND PREVENTING WASTE, TED & JANE BELIEVES IN INTENTIONALITY AT EVERY STEP, A VALUE THAT LENDS ITSELF TO SKILLFUL HIRES, HARMONIZED PARTNERSHIPS, AND SEAMLESS EXECUTION.



TALLULAH DIRNFELD

PRODUCER

TALLULAH DIRNFELD IS A LOS ANGELES BASED PRODUCER AND PAINTER. SHE HAS WORKED AS A CREATIVE EXECUTIVE, A COORDINATOR, AND JASON BLUM'S ASSISTANT AT BLUMHOUSE PRODUCTIONS. PRIOR TO HER TWO YEARS AT BLUMHOUSE, SHE WAS AN EXECUTIVE ASSISTANT IN HBO'S ORIGINAL PROGRAMMING DEVELOPMENT TEAM. TALLULAH HAS ADDITIONALLY WORKED AT WME, NBCUNIVERSAL, TRIBECA FILM AND VERVE. TALLULAH GRADUATED FROM THE UNIVERSITY OF SOUTHERN CALIFORNIA SCHOOL OF CINEMATIC ARTS. SHE IS FROM NEW YORK CITY AND CURRENTLY RESIDES IN SILVER LAKE.



Kayla Hoff

DIRECTOR OF PHOTOGRAPHY

Kayla Hoff is a Los Angeles based DP with a love for narrative filmmaking. She signed with United Talent Agency not long after graduating from Chapman University with a BFA, where her work on the thesis, *A Snake Gone Through the House* was nominated for the ASC Student Awards for Best Cinematography. Since graduating, Kayla has shot several nationally aired television commercials and has worked for clients such as Vogue, Facebook, and Snapchat. Recently, she was chosen to shoot Entertainment Weekly's 'Entertainer of the Year' digital cover featuring Jennifer Coolidge. Kayla's latest feature film, *This Closeness* will premier opening night at the 2023 SXSW Film Festival.



Lexi Hiland

EDITOR

"Lexi Hiland is an award-winning film editor & artist that brings a unique style to her work. She works both in broadcast and narrative for nationally recognized clients such as Netflix, Spotify, Cadillac, AT&T, Rolling Stone and Calvin Klein. Born in Colombia and later adopted to the United States, her life's beginning story adds to an interesting perspective of culture, vision and gratitude that is laced into her work. At age 24, she delivered a TEDx talk about her independent documentary on her adoption from Colombia and kickstarted her career interning under Associate Producer Steve Boyd for the London 2012 Olympic opening and closing ceremonies, helping with mass human choreography. Her experience combines a background in music composition as well as studies in creative writing that give her work a specific rhythm and design. Her hope is to continue to push for the social equality of women in the workplace, and in film. She's currently a member of Freethework - a nonprofit talent platform for BIPOC artists. Beyond her craft, she enjoys visiting her alma mater Purdue University, traveling through South America and any and all conversations of psychology & theology. She currently resides in San Diego, CA with her best friend Maven the dog."



Haley Appell

PRODUCTION DESIGNER

Haley Appell was born and raised in Los Angeles, CA. After graduating high school began pursue her creative career. Her path as a creative began to come into focus while running her own vintage shop in Echo Park, CA. At the age of 21 she decided to pursue a career in the film and music video industry. As member of the art department Haley quickly accrued a body of work both as a production designer and art director with clients and artists the likes of Tyler the Creator, ASAP Rocky, Taylor Swift, Fender, Bad Bunny, The Weeknd, Coach, and Nike. In 2019 Haley got her first chance at directing and began her transition towards the directors chair. Since 2020 Haley has directed, photographed, or creative directed for artists and brands the likes of Remi Wolf, The Neighborhood, Carly Rae Jepsen, Maison Cleo, and Dominic Fike. Haley has two cats named Soup and Yuki and enjoys baking cakes (as well as eating them).



LINDSEY HARTMAN

STYLIST

LINDSEY HARTMAN IS AN INDEPENDENT STYLIST + COSTUMER LIVING IN LOS ANGELES BY WAY OF NEW ORLEANS, LA. CURRENTLY, SHE STYLES FOR PARAMORE, AND HAS ALSO WORKED WITH MIRANDA COSGROVE, RICO NASTY. AND MORE. HER STYLING TAKES A NEW APPROACH WITH COLORS, PATTERNS, AND THEMES UNLIKE ANY OTHER. IT IS VISIBLY NOTABLE TO SEE LINDSAY IS PASSIONATE ABOUT HER WORK AND CONTINUES TO GROW HER PORTFOLIO WITH LOOKS ON THE RED CARPET, MUSIC VIDEOS, AND HAS MANY WORKS FEATURED ON ALBUM AND MAGAZINE COVERS. SHE HAS ALSO WORKED ON SEVERAL TV SHOWS AND MOVIES EACH WITH A BROAD DIVERSITY OF LOOKS.



SHANNON GODLY

ASSISTANT DIRECTOR

SHANNON GODLY IS AN ASSISTANT DIRECTOR AND CURRENT DGA TRAINEE IN LOS ANGELES. AS A DGA TRAINEE, SHE WORKS IN THE AD DEPARTMENT ON UNION SHOWS TO ACCRUE HER DAYS TOWARD JOINING THE DIRECTOR'S GUILD AS A 2ND ASSISTANT DIRECTOR (CURRENT DAY COUNT: 243 OF 400). FAVORITE TRAINEE CREDITS INCLUDE AN UPCOMING NEW STAR WARS TV SERIES AND *NATIONAL TREASURE: EDGE OF HISTORY* (DISNEY+). AS A NON-UNION 1ST AD SHE LOVES TO WORK ON PROJECTS WITH FANTASTIC THOUGHTFUL SCRIPTS AND CREWS THAT INEVITABLY GO ON TO SCREEN IN FESTIVALS AND HOMES AROUND THE WORLD. SHANNON IS A GRADUATE OF THE UNIVERSITY OF SOUTHERN CALIFORNIA SCHOOL OF THE CINEMATIC ARTS. IN HER SPARE TIME SHE ENJOYS SINGING, WRITING AND RECORDING MUSIC, AND SPENDING TIME WITH HER HUSBAND AND DOG.



BEHIND THE SCENES PHOTOS





STILL PHOTOS





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