

CEO of the Canadian International Fashion Film Festival, Roger Gingerich

Photo credit: Nick Merzetti

THE CREATIVE CURATOR

In the dynamic world of fashion and film, where creativity is the driving force, certain individuals emerge as influential visionaries, leaving an indelible mark on the industry. Roger Gingerich stands as one such luminary, whose four-decade-long career as a creative curator has significantly shaped the Canadian and global fashion and film landscape.

Early Beginnings

Roger Gingerich's journey into the realms of fashion and film began over 40 years ago when he repaired equipment for NHL teams, and most notably Wayne Gretzky in Edmonton, Alberta. Marked by an innate passion for storytelling and an eye for artistic expression. His early experiences laid the foundation for a career that would blend the visual narratives of fashion with the cinematic magic of film.

Fashion Fusion

As a creative curator, Gingerich became a pioneer in seamlessly blending the worlds of fashion and film. His ability to curate events that fuse these two creative realms has been transformative. The synergy created between fashion and film under Gingerich's curation has elevated storytelling to new heights, captivating audiences, and industry professionals alike.

Contribution to Canadian Fashion

Gingerich's impact on the Canadian fashion scene is immeasurable. Through curated events and collaborations, he has provided a platform for Canadian designers to showcase their talents on an international stage. By intertwining fashion with cinematic narratives, he has positioned Canadian fashion and film landscape.

Roger Gingerich and his wife of 26 years, Martine Gingerich.

Photo credit: George Pimentel



ion as not just apparel but as a storytelling medium that reflects the diverse and dynamic Canadian identity to the global market.

Global Recognition

Beyond Canada's borders, Gingerich's influence has extended globally with his role on the Board of Directors of the Commonwealth Fashion Council based in London, UK. His curated events have garnered attention from the international fashion and film communities, bringing together talents from various corners of the world. This global perspective has enriched the creative dialogue within the industry, fostering cross-cultural collaborations and pushing the boundaries of what fashion and film can achieve together.

Innovative Events

What sets Gingerich apart is his commitment to innovation. Over the years, he has conceptualized and executed groundbreaking events that redefine the traditional boundaries of fashion and film. From immersive fashion shows that tell a narrative to film festivals celebrating the artistry of costume design, Gingerich's events are a testament to his forward-thinking approach.

40 Years of Dedication

Gingerich's enduring contribution to the industry is a testament to his dedication

and passion. Over the span of several decades, he has weathered the evolving landscapes of both fashion and film, adapting and innovating to stay at the forefront of creative curation. His commitment to nurturing emerging talents while respecting the legacy of seasoned professionals has created a harmonious blend of tradition and avant-garde expression.

Legacy and Influence

As Roger Gingerich continues to shape the fashion and film landscape, his legacy becomes a source of inspiration for the next generation of creatives. His influence goes beyond individual events; it lies in the paradigm shift he has orchestrated, demonstrating that fashion and film are not isolated entities but interconnected threads in the rich tapestry of visual storytelling. Gingerich's journey as a creative curator stands as a remarkable chapter in the story of Canadian and global fashion and film. With innovation, storytelling, and his commitment to collaboration, Gingerich has left an indelible legacy that will continue to shape the creative landscape for years to come.



Model Miriam Mattova, Miss Slovakia.

Photo credit: Alex Sodo

Right: Model Jaeda Russ.

Photo credit: Gloria Caballero

CANIFFF's annual party during TIFF 2023 featuring a live fashion film shoot by Director Raha Euphoria and Brave Productions in front of 900+ guests on the stunning Lavelle Rooftop overseeing downtown Toronto.

Photo credit: Natali Ambri



Below: (from left to right) Actress Laura Vandervoort, Roger Gingerich, costume designer Shannon Wilson, and actress Cindy Sampson

Photo credit: Steve Blackburn



Above: Mixed media artist and model Elyse Saunders.
Photo credit: Natali Ambri

