



Kadeem Pearce (Danny) and Sharea Samuels (Andrea) Photo credit: Tenisha White

From Harley Street, headed for Hollywood: Famed Dermatologist tackles skin and colourism in debut feature "No Shade"

Award-winning Dermatologist Clare Anyiam-Osigwe, who was honoured by the Queen in 2017, is to pursue a new career in the movie business, cashing in on her 15 years in the skincare business to write, direct and co-star in "No Shade"- a romantic drama which tackles the issue of skin and colourism head-on.

For the last 6 years, the Islington-born founder, *formerly* Dr Clare Eluka BEM of pioneering Premae Skincare (based in Harley Street) revolutionised the skincare industry with her multi award-winning creams and foundations. The products used by

the likes of Dame Judi Dench, Beverley Knight MBE and Karen Bryson MBE are hailed as the first 'freefrom' skincare products . Anyiam-Osigwe, wife of film aficionado Emmanuel Anyiam-Osigwe (BUFF), is now trying her hand, literally, behind and in front of the camera with her debut feature which is to premiere at the British Urban Film Festival this summer.



Adele Oni stars as lead character Jade. Photo Credit: Tenisha White

Starring Adele Oni and Kadeem Pearse (Chewing Gum), the “No Shade” storyline focuses on colourism and is told through the prism of love, relationships, dating and marriage. Colourism has become a hot topic of conversation in the United States thanks to the predominantly dark-skinned cast in "Black Panther" and recent

comments made about Beyonce's skin tone by her father Matthew Knowles, former manager of Destiny's Child. And with movies such as "Dear White People" and "Get Out" coming to the fore, BUFF is looking to explore these themes from a Black British perspective.

The movie, produced by BUFF Originals signifies that BUFF is diversifying into original programming having exhibited films since its' inception in 2005. In recent years, the festival has produced its' own content with the BUFF Awards and today's announcement signals its' intention to tap into an already established core demographic and showcase a movie with audience pulling potential.

The cast also includes: Jade Asha (The Intent), Zephryn Taitte (Doctors), Sharea Samuels (Bullet Boy), Shone Romulus (Top Boy), Judith Jacob (EastEnders) and has an original soundtrack written by Mobo award winner, Kele Le Roc.

“The release of No Shade, written and directed by Clare Anyiam-Osigwe who also co-stars, is testament to her many talents and the brilliant cast we've assembled. We hope that the movie will appeal to film fans not just in the UK but all over the world, from Houston to Holland,” said producer of “No Shade” and founder of the British Urban Film Festival, Emmanuel Anyiam-Osigwe.



Writer, director and co-star: Clare Anyiam-Osigwe Photo Credit: Tenisha White

Clare added: “Before I became a skin doctor, my first degree was acting and directing at Brunel University. I feel like I accomplished my mission in Dermatology and that now is a great time to return to my former passion. It is a seriously important time for female voices to be heard in the media. With the #MeToo, #TimesUp and the celebration of female independence through #Votes 100, I hope to contribute and join fellow female filmmakers as I follow in the footsteps of Richard Pryors daughter, Rain Pryor who opened the festival in 2015 and Nicole Alberelli 's 'To Dream' starring (ex-factor) Diane Vickers which opened BUFF in 2016”.

BUFF has also revealed that the film will be screened in Cannes ahead of its’ world festival premiere at the Rio Cinema in Dalston

on 5 June. Tickets for the premiere have been released today and can be pre-ordered at www.bufforiginals.com