
POWERFUL ASIAN WOMEN
MIRA CHAI "THE GODMOTHER OF MEN'S GROOMING"
A FILM BY
NADIA VOUKITCHEVITCH
MIRA CHAI
WOMEN IN MEDIA
PARITY IN ACTION
ABOVE & BELOW THE LINE
FROM THE INDIE FESTIVAL WINNING PRODUCER OF
AMERICA'S FAMILY
NADIA VOUKITCHEVITCH- VALENTINA CANIGLIA- ALEXANDRA PARRAL -MELISSA BALTIERRA -
ROBB HART
APRIL 2025
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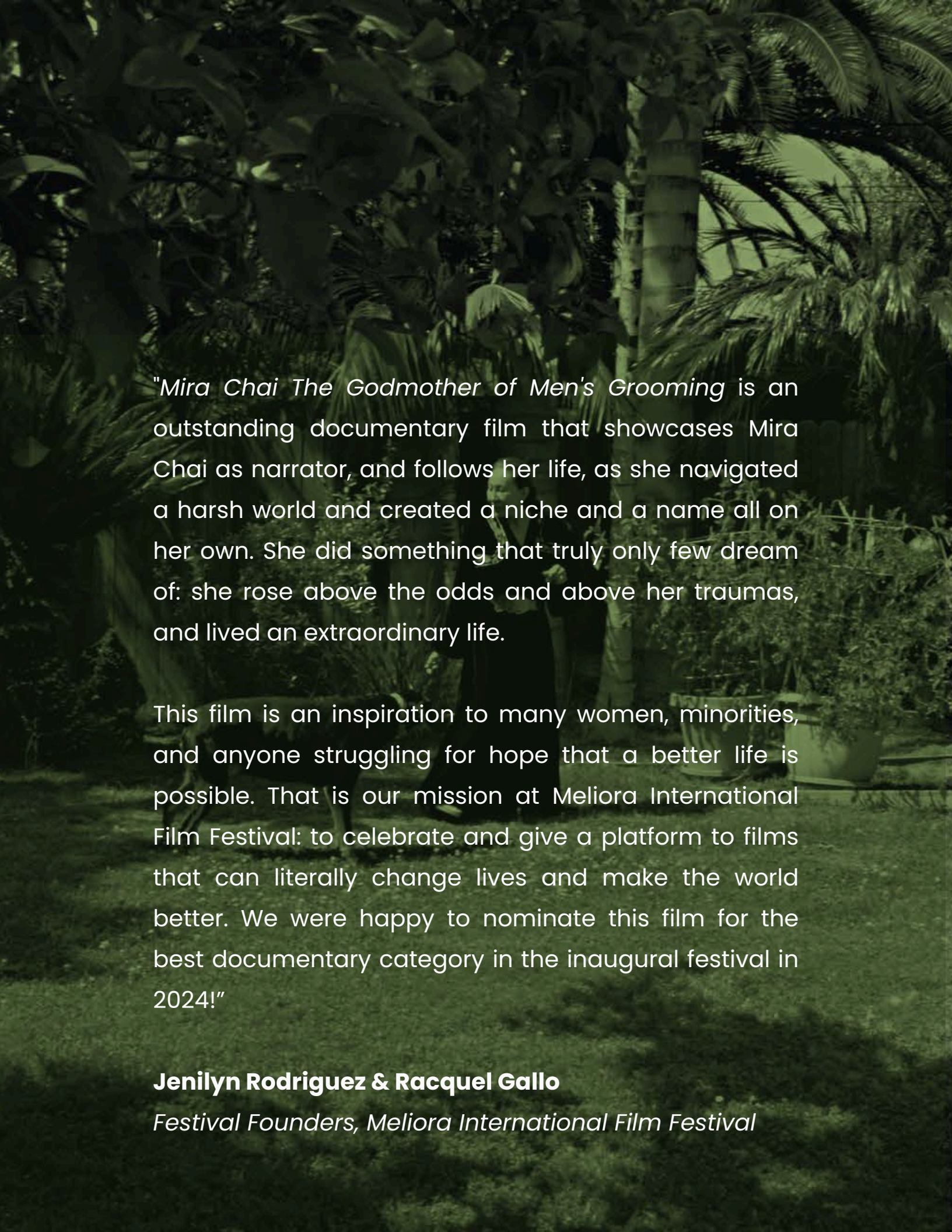
MIRA CHAI-THE GODMOTHER OF MEN'S GROOMING is an award-winning pilot of **POWERFUL & INSPIRING ASIAN WOMEN,** the 1st of a 4 part twelve-episode documentary series that has received 14 festival honors to date, including recognition from the Hollywood Discovery Awards, Golden Swan Zurich Film Festival, and New York International Film Awards. Currently on the festival circuit, the series continues to gain international acclaim for its intimate, unflinching storytelling.

Created and directed by Nadia Voukitchevitch, **POWERFUL & INSPIRING ASIAN WOMEN** offers a compelling cinematic tribute to trailblazing Asian women who have shattered ceilings and defied expectations across industries. The next three parts will include: **LATINAS PODEROSAS, BLACK POWERFUL WOMEN, and THE WOMEN THAT CAME BEFORE US**–powerful historical women such as Rosa Parks and Eleonor Roosevelt.

From groundbreaking artists and scientists to politicians and performers, each episode unveils the personal journeys of icons such as Mira Chai, May Pang, Dr. Anita Sengupta, Vera Wang, Ali Wong, and Michelle Yeoh. Through candid interviews and immersive visuals, the series explores the cultural and societal challenges they've faced—from racism and sexism to ageism and generational silence—and how they turned pain into power.

Set against the backdrop of a global rise in anti-Asian sentiment, **POWERFUL & INSPIRING ASIAN WOMEN** is a call to remembrance, resilience, and representation. It honors not only those featured, but every woman whose story has gone untold for too long.



"*Mira Chai The Godmother of Men's Grooming* is an outstanding documentary film that showcases Mira Chai as narrator, and follows her life, as she navigated a harsh world and created a niche and a name all on her own. She did something that truly only few dream of: she rose above the odds and above her traumas, and lived an extraordinary life.

This film is an inspiration to many women, minorities, and anyone struggling for hope that a better life is possible. That is our mission at Meliora International Film Festival: to celebrate and give a platform to films that can literally change lives and make the world better. We were happy to nominate this film for the best documentary category in the inaugural festival in 2024!"

Jenilyn Rodriguez & Racquel Gallo

Festival Founders, Meliora International Film Festival

DIRECTOR'S *Statement*

Telling Mira Chai's story was personal. As a mixed Asian woman, I've faced years of silent discrimination and shame for simply being myself. Mira's resilience, artistry, and survival mirrored my own journey—and inspired me to spotlight women who embody strength, creativity, and complexity.

We share roots in the Philippines and families who've quietly battled mental health challenges—stories often left untold. Through this documentary, I hope to amplify voices like Mira's, challenge harmful narratives, and empower young Asians to feel pride in who they are.

Since my early days at Sarah Lawrence, documentary filmmaking has been my way of advocating for justice and visibility. My name means "hope," and that's what I offer through this film—a reminder that our stories matter, and that truth can be both a revelation and a healing gift.

Nadia Voukitchevitch

AWARD WINNING & CRITICALLY ACCLAIMED
27 FESTIVAL SELECTIONS, 15+ AWARDS

Hollywood Best Indie Film Awards Honorable Mention

NYIFA New York International Film Awards
Best 1st Time Director - Feature
Best Documentary Feature

Best Documentary
Venice Shorts
2024

Winner
Best Director Documentary Short Film
Golden Swan
Zurich Film Festival
2024

Rome International Movie Awards
Winner

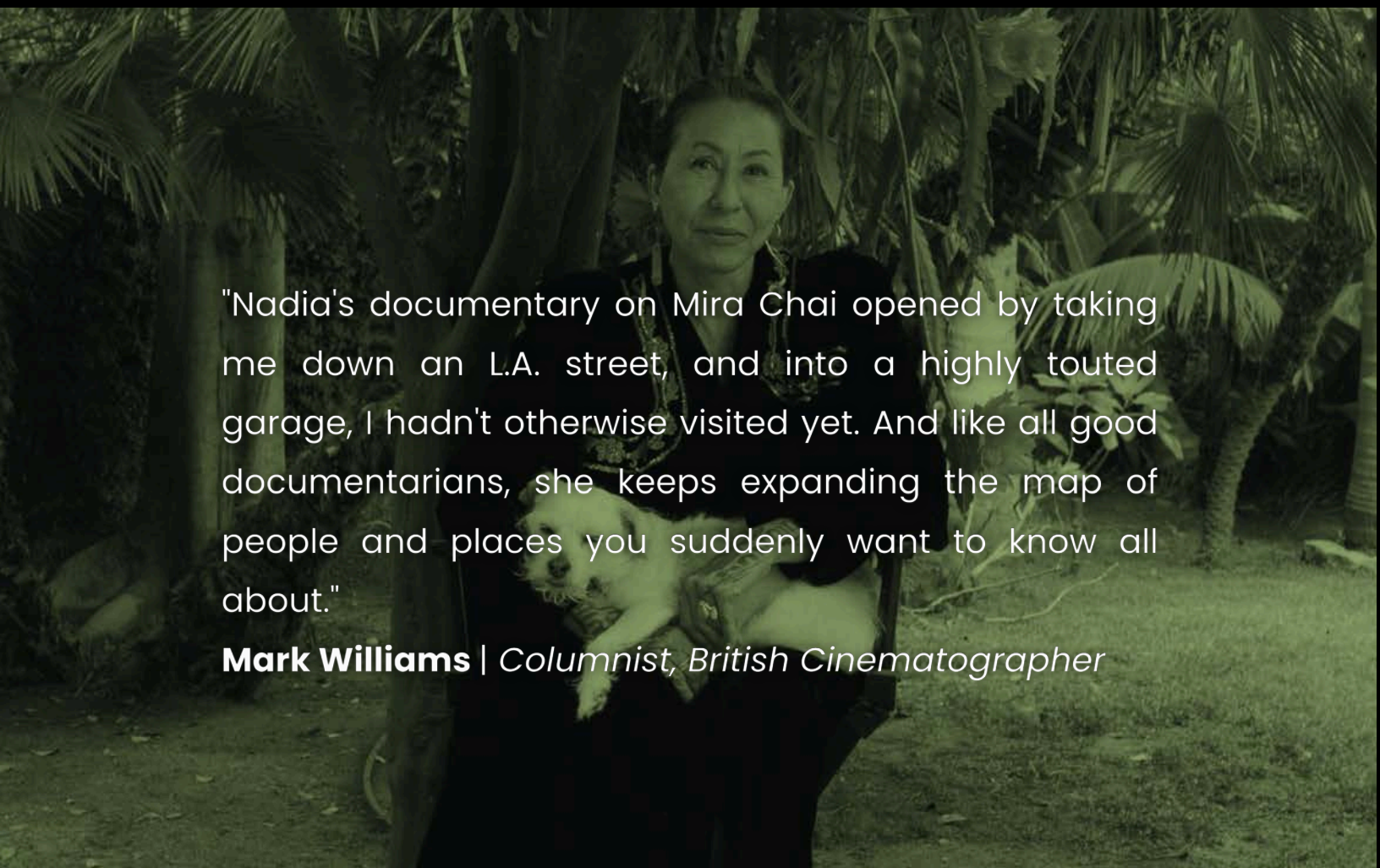
Winner Best Female Director
San Diego Independent Cinema Awards
2024

Official Selection
Meliora International Film Festival
2024

Award Winner
Filmique International Film Festival
2024

Honorable Mention
Filmique International Film Festival
2024

Best Short Documentary
Tokyo International Cinema Awards
2024



"Nadia's documentary on Mira Chai opened by taking me down an L.A. street, and into a highly touted garage, I hadn't otherwise visited yet. And like all good documentarians, she keeps expanding the map of people and places you suddenly want to know all about."

Mark Williams | *Columnist, British Cinematographer*

Celebrating the Multifaceted Power and Resilience of Asian Women—While Uplifting Their Legacy



POWERFUL & INSPIRING ASIAN WOMEN aims to uplift the voices of Asian women across generations, challenge stereotypes, and confront the ongoing consequences of invisibility, discrimination, and anti-Asian hate.

Through curated screenings, university partnerships, and cultural programming, this series serves as both an educational tool and a vehicle for cultural healing and empowerment. By spotlighting powerful and inspiring Asian women, we aim to spark dialogue, amplify underrepresented histories, and shift narratives around identity, beauty, and belonging—especially within educational institutions, women's organizations, faith-based communities, and advocacy groups. With its wide-reaching themes and emotional resonance, the series is also commercially viable, with strong potential for multilingual and multicultural markets. Much like *Number One on The Call Sheet*, we envision distribution across major platforms such as Apple TV, HBO, Netflix, Hulu, Paramount+, PBS, and MAX, where it can reach global audiences hungry for inclusive, compelling content.

If you are interested in hosting a screening, facilitating a workshop, or partnering with us to expand this work, please contact nadia@nadiafilms.com.



MARKETING Strategy

MULTI-PART FRANCHISE ROLLOUT

POSITION POWERFUL & INSPIRING ASIAN WOMEN AS THE FIRST INSTALLMENT OF A FOUR-PART DOCU-SERIES FRANCHISE CELEBRATING BIPOC WOMEN'S IMPACT. EACH INSTALLMENT—LATINAS PODEROSAS, BLACK POWERFUL WOMEN, AND THE WOMEN WHO CAME BEFORE US—OFFERS BUILT-IN EXPANSION POTENTIAL WITH GLOBAL REACH, TIMELY RELEVANCE, AND CROSS-CULTURAL APPEAL.

INFLUENCER-DRIVEN AUDIENCE ACQUISITION

LEVERAGE HIGH-IMPACT ASIAN AMERICAN AND CROSS-CULTURAL INFLUENCERS TO LAUNCH DIGITAL CAMPAIGNS, DRIVE TUNE-IN, AND GENERATE LONG-TAIL SOCIAL ENGAGEMENT. INFLUENCERS SHARE SHORT-FORM CONTENT (CLIPS, REACTIONS, PERSONAL REFLECTIONS), EXPANDING ORGANIC REACH AND VIRALITY ACROSS PLATFORMS.

GLOBAL RIGHTS & DISTRIBUTION STRATEGY

PURSUE INTERNATIONAL SALES AND PLATFORM DISTRIBUTION DEALS, TAPPING INTO DEMAND FOR MULTICULTURAL, WOMEN-CENTERED STORIES. TARGET BUYERS ACROSS ASIA, LATIN AMERICA, AND EUROPE SEEKING PREMIUM DOCU-SERIES WITH BUILT-IN SEQUEL POTENTIAL.

BRAND & PLATFORM PARTNERSHIPS

ALIGN WITH PLATFORMS, BRANDS, AND ORGANIZATIONS CHAMPIONING WOMEN'S EMPOWERMENT, DIVERSITY, AND EDUCATION (E.G., DOVE, NETFLIX, HULU, SPOTIFY, PBS, WOMEN IN FILM). PITCH CO-BRANDED INITIATIVES, SOCIAL CAMPAIGNS, OR SCREENING SERIES TO SECURE FUNDING, LICENSING, OR PROMOTIONAL SUPPORT.

MARKETING Strategy

UNIVERSITY & COMMUNITY SCREENINGS

HOST SCREENINGS AND Q&AS AT COLLEGES AND COMMUNITY CENTERS, FOCUSING ON DIALOGUE AROUND IDENTITY, REPRESENTATION, AND CULTURAL IMPACT.

PRESS & PODCAST TOUR

SECURE INTERVIEWS WITH CAST AND CREATORS ON AAPI-FOCUSED PODCASTS AND MEDIA OUTLETS LIKE NPR AND NBC ASIAN AMERICA.

CULTURAL PARTNERSHIPS

COLLABORATE WITH AAPI ORGS AND FESTIVALS LIKE CAPE OR VISUAL COMMUNICATIONS TO CO-HOST EVENTS AND SHARE EXCLUSIVE CONTENT.

#POWERFULASIANWOMEN INFLEUNCER CAMPAIGN

PARTNER WITH ASIAN AMERICAN INFLUENCERS IN FILM, BEAUTY, AND ACTIVISM TO LAUNCH A SOCIAL CAMPAIGN CELEBRATING POWERFUL ASIAN WOMEN. CREATORS WILL SHARE PERSONAL REFLECTIONS, EPISODE CLIPS, AND TRIBUTES, INVITING THEIR COMMUNITIES TO DO THE SAME USING #POWERFULASIANWOMEN.

EDUCATIONAL TOOLKIT & CURRICULUM INTEGRATION

PROVIDE A DISCUSSION GUIDE AND VIEWING TOOLKIT FOR CLASSROOMS, LIBRARIES, AND NONPROFIT PARTNERS TO ENCOURAGE DEEPER LEARNING.

PRODUCTION TEAM



NADIA VOUKITCHEVITCH,
DIRECTOR & EXECUTIVE PRODUCER
AWARD-WINNING MULTILINGUAL DIRECTOR/PRODUCER WITH 25+ YEARS IN COMMERCIALS AND FEATURES. FOUNDER OF NADIA FILMS AND CREATIVE COLLECTIVE. PASSIONATE ABOUT SOCIAL JUSTICE AND DIVERSE STORYTELLING.



VALENTINA CANIGLIA,
DIRECTOR OF PHOTOGRAPHY, CCS
AWARD-WINNING ITALIAN DP WITH GLOBAL CREDITS INCLUDING HBO, NETFLIX, AND CANNES. KNOWN FOR STRIKING CINEMATOGRAPHY ACROSS GENRES, CONTINENTS, AND UNDERWATER SHOOTS.

PRODUCTION TEAM



ROBB HART,
EDITOR AND VFX SUPERVISOR
VES MEMBER AND UK-BORN EDITOR/VFX SUPERVISOR. DIRECTED STARS, SHOT WORLDWIDE, FROM AMAZON TRIBES TO MTV EUROPE. ST. MARTIN'S GRAD AND LIFELONG VISUAL STORYTELLER.



ALEXANDRA PARRAL,
SOUND MIXER
EMMY-WINNING SOUND MIXER WITH 10+ YEARS EXPERIENCE. HAS RECORDED GLOBALLY FROM THE OLYMPICS TO TOUR DE FRANCE, WORKING WITH TOP ATHLETES, CELEBS, AND BRANDS.


POWERFUL ASIAN WOMEN
MIRA CHAI "THE GODMOTHER OF MEN'S GROOMING"
AWARD NOMINEE
Best Documentary
Big Apple Film Festival and Screenplay Competition (LOS ANGELES EDITION)
2024
SILVER AWARD WINNER
Best Director Award
New York
ROME INTERNATIONAL MOVIE AWARDS
WINNER
Hollywood
WINNER
Kollywood
2024
BEST INDIE FILM AWARDS
HONORABLE MENTION
NYIFA
NEW YORK INTERNATIONAL FILM AWARDS
BEST 1ST TIME DIRECTOR - FEATURE
BEST DOCUMENTARY FEATURE
WINNER
Best Director Documentary Short Film
Golden Swan
Zurich Film Festival
2024
WINNER
BEST DOCUMENTARY
BEST DIRECTOR
FILMIQUE INTERNATIONAL FILM FESTIVAL
2024
NOMINEE
BEST FEMALE DIRECTOR
VENICE SHORTS FILM AWARDS
A FILM BY
NADIA VOUKITCHEVITCH
PARITY IN ACTION
BEST FEMALE DIRECTOR
Hollywood Discovery Awards
2024
MIAMI INTERNATIONAL GOLD AWARDS
Best Documentary
Best Ist Time Director
WINNER
BEST FEMALE DIRECTOR
San Diego Independent Cinema Awards
2024
NOMINATED
BEST DOCUMENTARY
Tokyo International Cinema Awards
2024
MIRA CHAI
OFFICIAL SELECTION
HAAPIFEST
2025
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GET IN *TOUCH*

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