

'It can happen to anyone walking down the street': Actress who was sex trafficked by a 'model scout' in central London stars in a film about her ordeal to show women that everyone is vulnerable

- Swedish-born Frida Farrell, 36, was sex trafficked 14 years ago
- Held in a London apartment and forced to have sex with strangers
- Was lured by a man posing as a casting director offering modelling job
- Has written and starred in film Selling Isobel about her ordeal

By SIOFRA BRENNAN FOR MAILONLINE
 PUBLISHED: 09:57, 21 October 2016 | UPDATED: 10:33, 21 October 2016

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A chance encounter with a man on the streets of London led to an aspiring actress being captured and held as a sex slave for three horrifying days.

Frida Farrell, now 36, was forced to have sex with at least five men during the horrifying ordeal, which has now been turned into a film *Selling Isobel*.

The actress wrote and starred in the movie which tells the story of the terrifying events which took place 14 years ago.

Why HAS this ex-model turned her rape ordeal into a movie? Frida Farrell's story of being held captive in a Harley Street flat for three days is revealed in harrowing new film

- Frida Farrell was held captive in a Harley Street flat for three days in 2002
- She was forced to perform sex acts on her captor and raped by strangers
- The Swedish-born model escaped when 'Peter' forgot to lock the door
- Now an actress, Frida has chosen to relive her ordeal by co-writing a script

By NATALIE CLARKE FOR THE DAILY MAIL
 PUBLISHED: 23:16, 14 November 2016 | UPDATED: 07:01, 15 November 2016

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On the surface, at least, it had all seemed very plausible. Frida Farrell, a stunning blonde in her 20s, had worked as a professional model so was not remotely surprised when a smartly dressed Englishman handed her his business card in a busy shopping street in Central London. After all, it had happened countless times before.

He had said his name was Peter and he asked if she would do a test shoot for a Harley-Davidson commercial at an eminently respectable address in the West End, Harley Street, in fact — coincidentally, like the motor bike.

Frida did not feel even a frisson of suspicion. She attended the test shoot and everything was in order: fruit and snacks set out, lighting, a female assistant — exactly as it was in the countless photographic studios she had visited.

Peter's client liked the photos, so a return visit was planned: she would earn £7,000 for the modelling commission. Easy money, she reasoned.

So, the next day she arrived at noon and took the lift to the fifth-floor flat, where Peter smiled a welcome. Seconds later, though, as she passed through the hallway, she heard Peter lock the door and saw him pocket the key.



MY SEX SLAVE HELL Actress Frida Farrell who was kidnapped and held as SEX SLAVE in Harley Street flat making movie of her ordeal

The terrified actress was raped by up to five men after a photographer held her captive in his fifth floor luxury flat

by Holly Christodoulou
 7th November 2016, 8:46 am | Updated: 8th November 2016, 5:35 am

1 COMMENTS

A BRAVE actress held as a sex slave in a luxury Harley Street flat for three days is reliving the nightmare in a new movie.

Frida Farrell was looking for acting work in London when she was stopped in the street by a photographer called Peter.



'SILENT FOR SO MANY YEARS' Kidnapped and held as a sex slave in Harley Street flat in real life actress Frida Farrell explains why she wanted to relive the nightmare on film

'We thought it might be stronger if I played her and I was ready to do whatever made the story come through the strongest'

by EMILY FAIRBAIRN
 7th November 2016, 11:27 pm | Updated: 10th November 2016, 2:23 am

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IN a truly harrowing ordeal Frida Farrell was held captive for three days — repeatedly drugged and "sold" to a series of men who raped her.

Most people would want to wipe the horror of rape from their memory, but the 36-year-old is reliving the nightmare in a film in which she bravely plays the lead.



Frida Farrell in film *Selling Isobel* which premiered at Raindance

Selling Isobel, which premiered at the Raindance Festival last month, tells how former model Frida was lured to a central London apartment on the pretext of a photoshoot, drugged, sexually assaulted and held as a sex slave.

Frida felt that playing *Isobel* would strengthen the film's warning that terrible things can happen to anyone.

She says: "We thought it might be stronger if I played her and I was ready to do whatever made the story come through the strongest."

'I WAS DRUGGED' Actress Frida Farrell was held as a sex slave and had to 'service' men for 3 days before she managed to escape

Frida doesn't know if her captor was ever caught

VIDEO By HANNAH FERRETT
 20th October 2016, 8:59 pm | Updated: 21st October 2016, 2:14 pm

9 COMMENTS

IT all started with an innocent chat with a man in the street, but actress Frida Farrell had no idea the horrifying effect that split-second decision would have on her life.

Then 22, Frida was living in London and looking for work as an actress.



Mirror

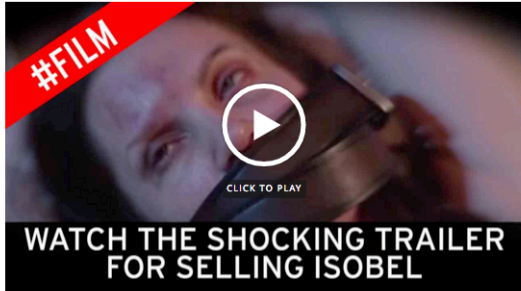
Actress Frida Farrell reveals horrifying real-life sex slave hell in London which inspired new film

Selling Isobel tells Frida's story, after she was drugged and repeatedly raped in a Harley Street flat

BY LAURA CONNOR 23:06, 21 OCT 2016 UPDATED 00:23, 22 OCT 2016

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The actress behind a shocking new movie about a woman who was drugged and sex trafficked in London has revealed the horrifying real-life experience behind her performance.

Frida Farrell stars in new film *Selling Isobel*, based on what happened to her 14 years ago when she was approached by a photographer on London's famous Oxford Street.

Then 22, Frida was living in London and looking for work as an actress when she was stopped by a man in his early 50s.

The well-dressed and softly-spoken man, known only as Peter, invited her to his flat on Harley Street the next day to take some photos.

THE TIMES

Kidnapped and imprisoned as a sex slave in a Harley Street flat

What Frida Farrell thought was a modelling shoot turned into a horrific ordeal. Now she's made a film of her experience — and she's starring as herself



Farrell didn't tell anyone involved with the film except the director that it was about her. Her father only found out at the premiere. STEVE SCHOFIELD FOR THE TIMES

On the bad nights Frida Farrell lies in bed and thinks back 14 years to an open door at the top of a smart building on Harley Street in central London. Heading to a modelling shoot, she steps out of a small lift and crosses the hallway to the only flat on the fifth floor where a photographer who took test pictures of her before in the same place is waiting again, smiling cheerfully.

It's a scene replayed near the start of *Selling Isobel*, an award-winning new thriller based on Farrell's experiences. The encounter is the moment when her life could have taken a different turn, the last chance she had to avoid the

INDEPENDENT



She's even playing herself

RACHEL HOSIE @rachel_hosie Tuesday 15 November 2016 10:46 GMT

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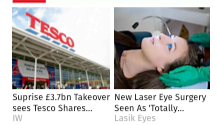
Fourteen years ago, Frida Farrell was a young model trying to get her big break as an actress in London.

Tall, blonde, in her early 20s, Frida was used to being approached by men, so she wasn't surprised when one day she was given a business card by a man called Peter, who said he was a photographer casting for a modelling project.

English, dressed in a suit, in his early 50s, Peter seemed friendly, and after Frida checked out his website, genuine.

So she went along to meet him for a test shoot at a fifth floor flat in Harley Street. Everything was as it should be - there were snacks, tea and coffee on offer as well as a female assistant helping out.

PROMOTED STORIES



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COSMOPOLITAN



Frida Farrell was 22 when she was sex trafficked in central London. Thankfully, she managed to escape, but others aren't so lucky...

As told to Catriona Harvey-Jenner Oct 19, 2016

f t e

When actress Frida Farrell was 22-years-old, she was held against her will and sold as a sex slave. Fourteen years after her ordeal, she's written and starred in a film, *Selling Isobel*, about her experience. Here she tells us what happened, and how it could easily happen to anyone...

"Fourteen years ago, I was living in London having grown up in Sweden. I'd just finished drama school and was looking for work, going to auditions anywhere from people's homes to theatres. I never thought of myself as naive - I'm well educated and had lived in various cities around the world since leaving school at 16 - but after a terrifying experience, I'll think twice about everything I do from now on.

I was walking along Oxford Street in central London one day when I was flagged down by a man in the street. He introduced himself as Peter; he looked like he was in his early 50s, was wearing a suit and seemed respectable. So when he started speaking and came across as a nice enough man, I stopped to talk.

Selling Isobel Film Press



Frida Farrell

Frida Farrell was in her early 20s when she was tricked, kidnapped and then forced into sex by her captor. Luckily, Frida managed to escape and now she has made a film called *Selling Isobel*, in which she also stars in, to tell the story that she's kept a secret for 14 years. The film won Best Indie Film Award at the Raindance Film Festival.

"I was silent about it for so many years," she told *The Telegraph*. "I didn't want to talk about it at all. But then my husband convinced me that I should not only write it down, but write a film to help other women. Helping other women was more of a drive than being silent about it."

"If I say 'Imagine a sex trafficking victim', you often think of someone from Eastern Europe who doesn't speak the language," she added. "But it can happen to anyone walking down the street. I'm Swedish, but I speak good English and I wasn't struggling for money."



True-Crime Story 'Selling Isobel' Explores Dangers Faced by Actresses, Models

Damon Wise



SEPTEMBER 30, 2016 | 03:54PM PT

COURTESY OF RAINDANCE

Screenwriter draws on her horrific true-life experiences

LONDON — Any self-respecting book on screenwriting always encourages aspiring writers to write what they know, but in the case of Sweden's Frida Farrell that goes beyond the imagination of many.

Drawing on Farrell's own horrific true-life experiences as a young actor and model, "Selling Isobel" tells the story of Isobel, a young mother whose life is changed when a charming stranger invites her to take part in a photo shoot. Instead, Isobel is kidnapped and sold into the sex trade, and the film concerns her fight to escape.

The film won the Raindance Film Festival's inaugural Indie Award, one of two new awards introduced at this year's event, which was collected by writer/star Farrell and director Rudolf Buitendach. "It was a wonderful surprise," Buitendach told Variety. "To be honest, I was just honored to be in the same festival as Johnny To and Dominik Moll..."

Rudolf, how did you get involved in this project?

Buitendach: I was approached by the filmmakers. I didn't know much about the project, and the more we talked, the more they started to confide in me. I read the script and thought it was really interesting, and then a week later I discovered that this wasn't just any old script, this was actually Frida's story and she was trusting me to tell it. I felt very privileged.



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True-Crime Story 'Selling Isobel' Explores Dangers Faced by Actresses, Models

Damon Wise
Variety September 30, 2016



LONDON — Any self-respecting book on screenwriting always encourages aspiring writers to write what they know, but in the case of Sweden's Frida Farrell that goes beyond the imagination of many.

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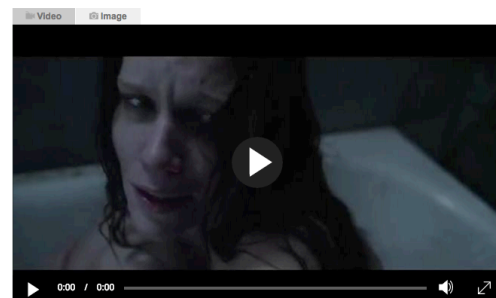
Seriously? Why did you choose to make a movie about it?

Farrell: It's my story, yes. I chose to write a screenplay about it because I think film is the quickest medium to get a story out, rather than writing a book. I considered writing a book too, but I think people don't like to read, to be honest — they want to watch. People want to see crazy things, so we decided to make a film instead. I mean, the book can



This actress lived the role of sex slave before playing it on film

NOVEMBER 8, 2016 9:20AM



Film trailer: Selling Isobel

Sophia Rosenbaum, [New York Post](#)



AN actress playing a woman who was kidnapped and turned into a sex slave in a new award-winning flick says she knows the role all too well — because she's the real-life inspiration for it.

Frida Farrell says even her own dad didn't know she was playing herself in *Selling Isobel* until the movie's premiere. She says only the film's director was aware of the fact during shooting.

As for the cast and crew, "some of them I haven't told yet," she admitted to *The Times of London*.

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Frida Farrell knows the role of a sex slave all too well

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Actress Frida Farrell plays a character based on herself in *Selling Isobel*. Photo / Getty

A new award-winning film stars a woman who was kidnapped and turned into a sex slave - a role she says she knows all too well.

She is the real life inspiration for it.

Frida Farrell stars in the disturbing movie *Selling Isobel* and she says even her own dad didn't know she was playing herself until the film's premiere.



Interview: Kidnapped, Drugged & Sold Into Sex Slavery, Frida Farrell Talks About Bringing Her Harrowing True Story To Life In "Selling Isobel"

Posted On 23 Oct 2016 By : Dan Stephens Comments: 3

Not only does actor Frida Farrell have the courage to tell her harrowing true story, but she stars in the role of Isobel, a young woman kidnapped, drugged and sold to random men in a grotty Los Angeles apartment. Frida spoke to **Dan Stephens** about the inspiration behind reliving her ordeal...



It was warm in London when the nightmare began. The details of **Frida Farrell's** harrowing ordeal are hazy – the result of drugs forcibly administered and selective memory burying the most horrible moments – but the days she spent imprisoned and sold to random men will never be forgotten.

Director **Rudolf Buitendach's** *Selling Isobel* is a powerful dramatisation of Frida's story. What's perhaps most startling about the film, aside from the truly disgusting actions of the people involved in this criminal underworld, is the fact Frida herself has the courage to play the lead role.

In many respects it was cathartic, she tells me. "At first I was hesitant, thinking I'm not sure I can actually do this. But the closer we got to a finished script and a start date I started thinking, wait, me doing this might be the best thing – both personally, as a way to get over the whole thing, and for the film."

Her first-hand experience of those people controlling sex trafficking and forced prostitution, the "clients" who feed the industry and the suffering faced by the women enslaved, was crucial to bringing authenticity to *Selling Isobel*.



The sex trafficking survivor who turned her nightmare into a feature film

"This could happen to anybody"

Actress *Frida Farrell* was kidnapped and sex trafficked in central London. Years later, she's written *'Selling Isobel'* and relived her ordeal on screen, in the hope that no woman has to repeat her experience.

Posted Saturday 24th September, 2016
Text by Alex King

Photography © Theo McInnes

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Actress Frida Farrell is sitting in a smart, Italian cafe on Shaftesbury Avenue in the heart of London's Theatreland. As she puts down her teacup, she looks through the window to the bustling street outside. She



First trailer for sex trade thriller *Selling Isobel*

MARCH 12, 2016 BY AMIE CRANSWICK — LEAVE A COMMENT

A first trailer has arrived online for director Rudolf Buitendach's upcoming sex trader thriller *Selling Isobel*; check it out below after the official synopsis...



Isobel (Frida Farrell) is an ordinary mother with an ordinary job. She lives with her five year old daughter, Olivia. (Farrah Mackenzie) and boyfriend Mark. (Matthew Marsden). But one day Peter, (Gabriel Olds) a very charming photographer, approaches Isobel and tempts her with an offer few people could resist. He manages to lure her in to a commercial photo shoot. One that will change her life forever.



21/10/16
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"It's not normal, why did he lock the door?" "

Frida Farrell: kidnapped and transformed into a sexual slave, the actress tells her calvary



blastingnews

Famous actress was abused and sexually enslaved for days

Movie star revealed what happened to her, which may help similar cases.



AM News . TV & Celebrities Specialist | FOLLOW
Published: October 20, 2016



Frida Farrell recalls sad episode of her life

The testimony of the actress Frida Farrell is one of those that freeze your blood. Kidnapped and transformed into a sex slave in central London 14 years ago, the 36-year-old actress transformed her ordeal into a film.

The story told by Frida Farrell resembles one of those telefilms disasters broadcast in the middle of the afternoon by the television channels. Unfortunately, the 36-year-old's story is not fictional. Originally from Sweden, Frida was 22 years old and graduated from a theater school in her pocket, when she decided to put her luggage in London to become an actress. A new stage in the life of this young woman who had already lived in many countries.

Her daily life was that of all the aspiring actresses: run the castings, chain the auditions to hope to obtain a role or a representation and to earn a little money. Walking down Oxford Street, she met Peter " Early fifties, wearing a suit and pretending suitable " as she tells it to *Cosmopolitan* . Describing himself as a model recruiter, he offered to pose for photos: " I told him I was not doing too many photos, he insisted, telling me that it would be only a half day Work and that it would be really well paid. He handed me his card, telling me to check on his website and give me a call if I was interested in doing photo essays the next day. "

#Frida Farrell is one of the most famous actresses Swedish, but showed now one episode, for many, unknown. Now 36, she even stars in Hollywood , making a number of blockbuster movies, but before she starts, her life has been very complicated. After 14 years later, she said she was sexually abused and enslaved for three days. A sad and real story, which will be the theme of his new movie, 'Selling Isobel' .

Frida was 22 when she was living in London . He worked in a medical clinic, but tried his luck in the # Cinema world . One day she was approached by a man, who started talking to her on the street, and ended up telling her that she was doing a casting for a holiday brochure, and that she had the perfect face for it.

The girl still doubted, but eventually checked his website and everything seemed reliable. They then combined in his house, where she took some photos. Shortly after, the man again contacted her, saying that the customer loved his photos. She offered seven thousand pounds for half a day, and Frida did not even think twice. The worst was yet to come. The next day he returned to the same house, where everything would happen.

The London Tree

SELLING ISOBEL Premiered With A Houseful Show At Raindance Film Festival

by Adnan Kundi | September 25, 2016 | in RAINDANCE FILM FESTIVAL, USA | 0 | 0



A real life story of a sex trade survivor, SELLING ISOBEL Premiered With A Houseful Show at the 24th Raindance Film Festival 2016.

Director Rudolf Buitendach's factual thriller film, based on true events, SELLING ISOBEL Premiered With A Houseful Show at London's Vue Piccadilly cinema. The film is written and produced by both Frida Farrell and Glynn Turner with Stefan Clupek being the Cinematographer. Frida Farrell herself has acted in this film as the lead role of Isobel, as it is based on an actual and unfortunate event through which she herself went through.

Although the film has been shot in Downtown Los Angeles, the actual ordeal that Frida Farrell herself went through was in the heart of London, and that was behind the busiest area of Oxford Street. The director Rudolf Buitendach said that this film is a cautionary tale, and the idea was to tell a story in which Isobel could be every sex traffic victim who has gone through a similar kind of ordeal. Frida Farrell said that the reason from the beginning was to take my worst experience and try to make something good which could help others in being more cautious and not end up into that situation.



SELLING ISOBEL Starring The Real Life Sex Trade Survivor Selected In The Raindance Film Festival 2016

by Adnan Kundi | September 17, 2016 | in RAINDANCE FILM FESTIVAL | 0 | 0



SELLING ISOBEL Starring The Real Life Sex Trade Survivor Selected In The Raindance Film Festival 2016

SELLING ISOBEL Starring The Real Life Sex Trade Survivor shares the true story of a girl who was kidnapped and sold as a sex slave, although it is set in America, the real story happened in the heart of London, behind the capitals biggest shopping district, Oxford Street. The brave actress who stars in the film, was also the young lady who experienced this nightmare. This must tell story is hard hitting, and with Frida Farrell and director Rudolph Buitendach bringing this story to life with undeniable realism, it is no wonder that this amazing film has been selected for Raindance Film Festival.

Selling Isobel is a story based on true events about a woman who gets kidnapped and trapped for 3 days in an apartment in London and sold to random men. About her fight for life and how she breaks free on her own.

Award winning director Rudolph Buitendach was nominated for Best New Director by the BBC, his feature Dark Heart starring Lucas Till (X-Men McGuyver), was nominated for best film at the 20th Raindance Film Festival and debuted on Showtime. His latest film Where The Road Runs Out won numerous awards, including Best Director at the Academy Qualifying Sunscreen. Frida Farrell (Isobel) studied drama at London's Central School of Speech and Drama, alongside numerous feature films, this talented actress guest starred on Fox's Bones and was nominated for Best Actress and Breakout Female star for her

Akademi Portal

STATISTICS ON SEX TRAFFICKING



STATISTICS ON SEX TRAFFICKING: Actress who was sex trafficked by a 'model scout'

Yazar: Akademi Portal | Kategorisi: Ap News Türk, Video | 21 Ekim 2016 | 0 | 208 Görüntülenme

STATISTICS ON SEX TRAFFICKING: Actress who was sex trafficked by a 'model scout'

'It can happen to anyone walking down the street': Actress who was sex trafficked by a 'model scout' in central London stars in a film about her ordeal to show women that everyone is vulnerable

A chance encounter with a man on the streets of London led to an aspiring actress being captured and held as a sex slave for three horrifying days.

Frida Farrell, now 36, was forced to have sex with at least five men during the horrifying ordeal, which has now been turned into a film *Selling Isobel*.

The actress wrote and starred in the movie which tells the story of the terrifying events which took place 14 years ago.



REVIEW: Selling Isobel (2016)

CINEMA by AMANDA HUNT on OCTOBER 4, 2016 • ADD COMMENT • RAINDANCE / RAINDANCE FILM FESTIVAL / SELLING ISOBEL

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In America, everything is for sale...

“Every year, at least 20.6 million adults and children are kidnapped to be bought and sold into the illegal sex trade industry world wide. To put things into perspective, in 2015 Burger King's annual net sales came in at about \$1.1bn. The annual estimated revenue for sex slavery is \$32.bn”

The above quote is taken from the end of *Selling Isobel*. It is a startling fact and one that is simply not made up out of thin air. Human slavery is globally regarded as the fastest growing illegal trade in the world and it is happening right on our very own doorsteps. It is not wholly exclusive to women but it also affects men and children.

To imagine that the selling of humans exists today in this modern world is unfathomable. Moreover, the amount of money that is profited from human misery really puts our morality into question.

Rudolf Buitendach directs a harrowing tale that will shock us and question our beliefs regarding the sex trade. *Isobel* (Frida Farrell) was a regular modern woman. She was educated, mother of one daughter, life partner to Mark and a Pilates instructor. It would have been inconceivable that her life would flip upside down with one chance encounter.

Azvision.az

Azerbaijani Vision

Rape survivor recreates her ordeal on camera

18:14 15 November 2016 526



Fourteen years ago, Frida Farrell was a young model trying to get her big break as an actress in London.

Tall, blonde, in her early 20s, Frida was used to being approached by men, so she wasn't surprised when one day she was given a business card by a man called Peter, who said he was a photographer casting for a modelling project.

English, dressed in a suit, in his early 50s, Peter seemed friendly, and after Frida checked out his website, genuine.

PUBLIKA.MD

APROAPE DE OAMENI

A famous actress, drugged and sexually enslaved by several men

Friday, October 21, 2016 7:28 p.m. PUBLIKA.MD 1 Comments



Photo: click.ro

A know the series "Bones" or the movie "Cyclops" or "Selling Isobel" but certainly not know her story. Now it is a successful actress, but early in his career, has gone through a traumatic experience hard to describe.

At 22 years old, she lived in London and was looking for a role to bring into focus in the world of cinema. **Frida Farrell (36) knew that everything was about to change when he agreed to wear a seemingly innocent conversation with an unknown man on the street**, according to [The Sun](#) writes [click.ro](#).

There are anywhere but on the famous Oxford street when a man of about 50 approached her. He was dressed well



Selling Isobel

5th October 2016 by Phase9

Movie Review by EDF

Starring: Frida Farrell, Gabriel Olds, Matthew Marsden
Director: Rudolf Buitendach

Isobel (Frida Farrell), a Pilate's instructor, is having lunch at a local cafe. After a chance meeting with Peter (Gabriel Olds), a photographer who has been let down by a model who did not turn up for a photo shoot for a cruise liner, he offers Isobel seven thousand dollars for 15 minutes work. Isobel discuss this with her boyfriend Mark (Matthew Marsden), who thinks that she should go for it. Isobel goes by herself to the address Peter provided, but she starts to have second thoughts when she gets to the building. Peter convinces Isobel to go in and meet Chloe (Amber Benson) who will be assisting with the photo shoot. The shoot goes well and Isobel gets a call from Chloe confirming that the cruise liner would like her to be in the ad and to go back to the address the next day for another photo shoot.



Isobel turns up at the address where Peter invites her in. As soon as she walks in, Isobel finds that the photo studio has now turned into a sparsely decorated apartment. Peter locks the door and starts to describe to Isobel the sort of pain the knife he is holding can cause to another person. Peter instructs Isobel to change into the outfit he has for her in a paper bag and then forces her to drink a milky liquid. She passes out but wakes up to a nightmare, where she is told that the first client is always the hardest and that this small bedroom is now her new home.

One of the interesting aspects of SELLING ISOBEL is that this is based on a true story. To be exact, this is Frida Farrell's story who was kidnapped in London and forced to become a sex slave. At the start of the movie, Frida appears stating that this is not a victim's story but a survivor's story. What unfolds is a gripping, distressing and disturbing story. Close up facial shots of Isobel in pain as all manner of things are done to her tells more than you want to see or know. That is not to say the film makers are visually holding back but they do hold back enough not to be exploitive. You do have a sense that in the wrong hands the movie could have been a whole lot nastier and the director Rudolf Buitendach shows you enough to make you feel uncomfortable. This is an important movie as this comes straight from Frida's experience of what happened to her. We are lucky that she survived to tell her story as a warning that sometimes an offer that seems too good to be true can have a malicious, life changing price tag attached to it.



Selling Isobel: Interview with star and co-writer Frida Farrell

12th October 2016 by Phase9

Interview by EDF

Selling Isobel is a story based on true events about a woman who gets kidnapped and trapped for 3 days in an apartment in London and sold to random men. It's about her fight for life and how she breaks free on her own.



Phase9.tv journalist EDF interviewed the movie's star and co-writer Frida Farrell who wrote this film based on what happened to her in real life.

EDF: I must say that Selling Isobel is a powerful movie.

Frida Farrell: Thank you! Also thank you for taking the time to watch the film.

EDF: What made you decide to turn what happened to you into a movie?

Frida Farrell: The thought of possibly being able to help other young girls. That's been the main drive throughout this whole process. Before that thought was planted in my head I had no intentions of ever telling anyone. Like, ever.

EDF: Was it always your intention to play the role of Isobel?

Frida Farrell: No, I sort of got talked into that one. And the thought behind me playing Isobel was that it would possibly push the message we're trying to get through ever more.

EDF: Did you have any reservations whether you could get through certain scenes in the movie?

Frida Farrell: I did, absolutely. But once we were on set filming I managed to concentrate solely on the work. Apart from a few rare times when I had to take time out. Once I locked myself into the bathroom for 10 min to be able to clear my head.

EDF: Was it a conscience decision when writing the movie not to show what your boyfriend and daughter were going through or to follow any investigation or search for Isobel?

Frida Farrell: Yes. Very much so. Because we wanted to take the audience through the same claustrophobic trip that Isobel was going through. And we didn't want to do what every film does - break the tension and cut to outside. Isobel could never do that in real life. Also in real life there was no one looking for her, because no one knew she was missing.

Selling Isobel - movie trailer

12th October 2016 by Phase9

SELLING ISOBEL TRAILER
DevelopmentHell Pics



Selling Isobel shares the true story of a girl who was kidnapped and sold as a sex slave, although it is set in America, the real story happened in the heart of London, behind the capital's biggest shopping district, Oxford Street. The brave actress who stars in the film, was also the young lady who experienced this nightmare. This must tell story is hard hitting, and with Frida Farrell and director Rudolph Buitendach bringing this story to life with undeniable realism, it is no wonder that this amazing film has been selected for Raindance Film Festival.

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Movie Trailers
Selling Isobel
The Accountant - Motion Comic [HD]
Selling Isobel: Interview with star and co-writer Frida Farrell



SELLING ISOBEL - AN INTERVIEW WITH FRIDA FARRELL



Human trafficking is big business – one of the world's fastest growing industries for those who operate in the black market or, for that matter, anywhere else. The stereotypes suggest that it is only under the cover of darkness, a seedy underworld in the shadows, where women and children are sold into slavery and controlled by organised criminals. This may be a comforting thought for some – those of us who imagine that such an industry could only exist in a world far removed from our own; an abstract plane almost.

The truth, however, is that trafficking is a more common crime than you could imagine – in 2015, for example, the industry dwarfed Burger King's annual net sales of \$1.1bn by a multiple of thirty. People are being bought and sold, traded and bartered for, with a greater frequency than which we consume fast food. Frida Farrell, actress and survivor, speaks of her own experience: "People don't know that it happens in London, right now, right here, all the time, every day."

My conversation with Farrell takes place the day after I have seen her latest feature *Selling Isobel* – a harrowing movie which details her real life abduction and time in captivity with unflinching brutality and visceral intensity. I'm still emotionally bruised almost 24 hours later as our call takes place.

The first question asked, somewhat open-endedly, is to enquire as to what the actress hopes people will take from the film and the story she shares. "I just want them [the audience] to realise that it can happen to absolutely anyone," Farrell states, "and just to be really aware of what is going on so we can stop it before it happens. It can happen to young English girls, it doesn't have to be people who don't speak the language."



This actress lived the role of sex slave before playing it on film

Sophia Rosenbaum, New York Post
November 7, 2016 11:20pm

AN actress playing a woman who was kidnapped and turned into a sex slave in a new award-winning flick says she knows the role all too well – because she's the real-life inspiration for it.

Frida Farrell says even her own dad didn't know she was playing herself in *Selling Isobel* until the movie's premiere. She says only the film's director was aware of the fact during shooting.

As for the cast and crew, "some of them I haven't told yet," she admitted to *The Times* of London.

Farrell was lured into a fiend's clutches in London in 2002 with the promise of a modelling gig for the motorcycle company Harley Davidson.

The film brought her back to the pivotal moment that she entered the fifth-floor apartment for a supposed photo shoot, when her world suddenly turned into a nightmare and she was forced to pose for pornographic photos and have sex with random men.

"Sometimes I lie in bed and I think, 'Why, why, why were you so stupid?'" Farrell told the British newspaper. "I still blame myself because I still had a choice there."

She met the creep, who only gave his first name of Peter, on the street in London, where he told her he was casting for an upcoming modelling gig and that she fit the bill.

Farrell said she wasn't suspicious: "It happened to me in Paris, in Milan, in New York. It happened everywhere," she said.



FRIDA FARRELL SPEAKS TO THE BLOG ABOUT NEW FILM SELLING ISOBEL

15:10:00



Good Afternoon Lovelies,

Sorry for the small amount of posts so far today, I kind of got lost in my work, which was going to the university freshers' fair and having a bit too much fun. I mean honestly who comes away with a new keyboard? Me that is who aha!

Although lovelies it has already made a difference and I am now able to type faster, easier and quicker, meaning I can share this new interview with the star and creator Frida Farrell about her new film *Selling Isobel*. Take a look lovelies...

First Off Could You Tell My Readers/Viewers What The Film Is About In Case They Don't Know?

It's about an ordinary woman, who works as a Pilate's instructor that gets kidnapped and sold to numerous men over 3 days. And how she has to fight her way out cos no one knows where she is.

How Did You Find The Cast Of Your Film? And What Was It About Them That Stood Out To You?

We hired a casting director who put together a casting and we chose the best actors. Each actor had to read for their role and was chosen cos they rocked it. We had a meeting with a guy for the lead, he was kind of a name but not really, he refused to read for the part and therefore was never cast for it. It doesn't matter what you've done before

LET'S START WITH THIS ONE...

Counter-Trafficking Movie Screening: Selling Isobel

TUESDAY, OCTOBER 18, 2016
18:30 - 21:00

GOOGLE CALENDAR · ICS



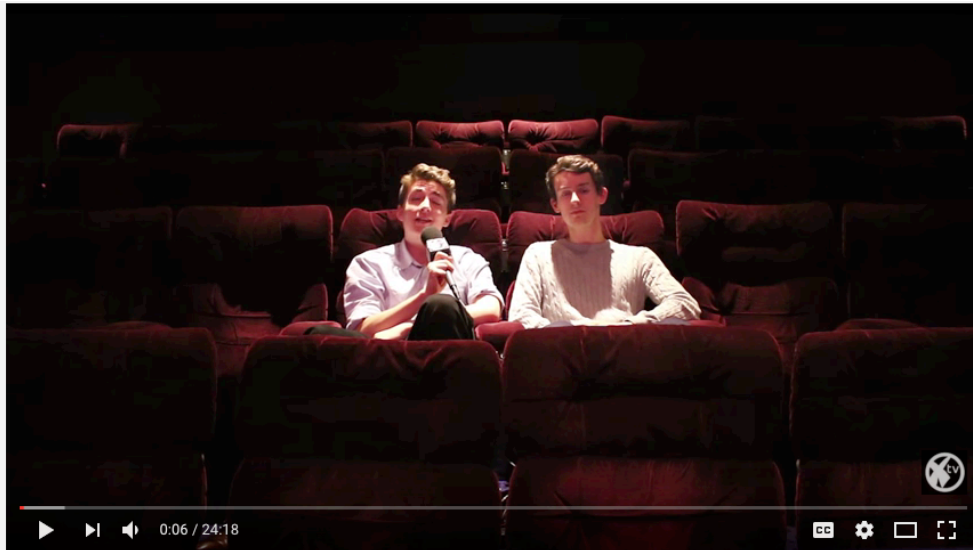
A real-life story of a sex trade survivor, *SELLING ISOBEL*, premiered with a Houseful Show at the 24th Raindance Film Festival 2016 will be screened in America House Kyiv in cooperation with the International Organization for Migration (IOM) Mission in Ukraine to commemorate the EU Ant Trafficking Day on 18 October 2016 and to raise awareness of the problem of human trafficking in the world.

Isobel (Frida Farrell) is an ordinary mother with an ordinary job. She lives with her five year old daughter Olivia, (Farrah Mackenzie) and boyfriend Mark, (Matthew Marsden). But one day Peter, (Gabriel Olds) a very charming photographer, approaches Isobel and tempts her with an offer few people could resist. He manages to lure her in to a commercial photo shoot. One that will change her life forever!

The screening will be followed by the discussion facilitated by IOM counter-trafficking experts. The participants will have a chance to ask questions and receive first-hand information on how to prevent getting into human trafficking.

Slavery is illegal in all countries of the world, but millions of people still fall prey to human trafficking every year. No one is immune to the risks of modern slavery, and awareness is a first step to personal safety!

Genres: Drama | Thriller



XTV at Raindance 2016



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Published on Oct 26, 2016

XTV takes on the 24th annual Raindance Film Festival in London. We spoke to celebrity judges Joanna Lumley and Snow Patrol's Johnny McDaid, the festival's founder Eliot Grove, and caught up with a host of award winning directors, producers and cinematographers. For the first time XTV also got to experience a Virtual Reality arcade, and the world's first interactive movie!

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