

EVENTS/CAUSES

Chanel, Tribeca Enterprises lend support to female filmmakers

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Lily-Rose Depp for Chanel

By STAFF REPORTS

French fashion house Chanel is extending its relationship with New York-based Tribeca Enterprises, the organizer of the annual Tribeca Film Festival, to support women in film.

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Chanel's "Through Her Lens: The Tribeca Chanel Women's Filmmaker Program" will be a three-day workshop in collaboration with Pulse Films and Tribeca Film Institute and has been designed to support emerging United States-based female writers and directors. While Chanel has maintained a relationship with Tribeca Film Festival for a number of years, establishing a support network for budding women in film authenticates its involvement.

Lights camera Chanel

Prior to the introduction of Through Her Lens, Chanel has hosted an annual dinner for the Tribeca Film Festival each spring. This year for instance, Chanel hosted its dinner at the famed SoHo eatery Balthazar to celebrate filmmakers with a guest list that included festival founder Robert De Niro, Uma Thurman, Karlie Kloss, Heidi Mount and Nadja Bender, to name a few.

The inaugural Through Her Lens will take place Oct. 26-28 in New York and will include mentorships, master classes and peer-to-peer sessions for female writers and directors of short-form narrative films. These women include filmmakers Numa Perrier, Roja Gashtili, Julia Lerman, Vera Miao, Anna Martemucci, Christina Voros and Kat Coiro.



Chanel is known for its cinematic campaign videos

Through Her Lens will end with a pitch presentation before an all-female jury including Julianne Moore, Patricia Clarkson, Emily Mortimer and other casting and film directors, producers and writers. The winner will be awarded \$75,000 to produce her film with the support of Pulse Films and Tribeca Digital Studios.

Brands that have sponsorship roles often boost CSR through touch points that include consumer engagement.

For instance, Swiss watchmaker IWC Schaffhausen hosted an online-only auction with Christie's and the Tribeca Film Institute to enable its consumers to partake in the cinema festivities.

Until April 10, consumers could bid on a unique timepiece, a Tribeca Film Festival package, a private screening of a film and other lots. Adding an incentive for bidding and boosting its CSR, all proceeds went to the Tribeca Film Institute ([sees story](#)).

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