

EVENTS/CAUSES

Kering opens debate to draw attention to cinematic inclusivity

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Official poster for the 69th Festival de Cannes

By STAFF REPORTS

Kering is returning to the Festival de Cannes to explore the role of women in film and build awareness for the need for diversity within the industry.

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The second edition of the group's "Women in Motion" campaign will see Kering host talks centered on women's contributions to film each morning of the competition. Kering's presence at the festival enables the conglomerate to bring its support of women to an influential crowd, creating a debate and larger conversation around the issue of gender equality.

Women in film

Building on last year's panels, which saw participants such as Isabella Rossellini, Salma Hayek Pinault and Frances McDormand, the 2016 talks will open up the floor to men and women in other fields. This will provide different perspectives to the issue of women in film.

The interviews are open to both those within the film industry and journalists, enabling the message to reach beyond the audience of festival attendees.

As with the 2015 edition, Kering will be presenting Women in Motion awards at a Presidential Dinner co-organized by the group and the film festival on May 15. Kering will first name a winner who has contributed to the film industry and women's causes, giving the award recipient the honor of choosing an up-and-coming talent for the second award.

In the inaugural year, Jane Fonda and independent producer Megan Ellison were the recipients.

Women in Motion 2016 teaser

"I am proud that 'Women in Motion' has once again been given the chance to feature in the program of such a major event as the Festival de Cannes this year," said Franois-Henri Pinault, chairman and CEO of Kering, in a company statement.

"In 2015, 'Women in Motion' proved to be a powerful platform for supporting women in cinema," he said. "With 'Women in Motion' and even more so this year, given the real support we are providing to several female directors we are taking another step towards real awareness and tangible changes, promoting a film industry that is more

representative of the richness and diversity of our societies."

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