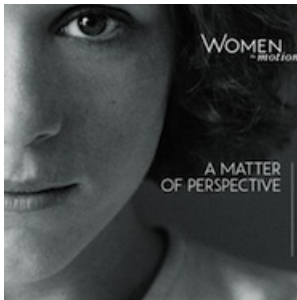


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Kering looks to global media to spread Women in Motion awareness

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Promotional image for Kering's Women in Motion 2016

By STAFF REPORTS

French luxury conglomerate Kering Group has teamed with a number of international publications for the second edition of its "Women in Motion" talk series.

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Together with Variety, Madame Figaro and Elle China, Kering will host a series of open interviews at the Majestic Hotel during the 69th annual Cannes International Film Festival May 11-22 in Cannes, France. Kering is deeply involved with initiatives that advocate for women and women's causes, whether it be domestic and sexual violence or workplace equality.

Talk, read, ask all about it

Kering launched the Women in Motion program last year during Festival de Cannes.

Women in Motion consists of talks in which attendees will delve into the role of females within cinema and establishes new awards to be given out during the festival to honor those championing women in film ([see story](#)).

This year's program has named Variety, the Figaro Group and Elle China as media partners. Variety will serve as Women in Motion's partner on the international level, while the Figaro Group, which consists of Le Figaro and Madame Figaro, will be for French readers and Hearst-owned Elle China for the Chinese audience.

As media partners, the publications will ensure that the Women in Motion program for 2016 has a longer reach through the use of social media.

This year's program includes two session talks in Mandarin led by Elle China, in addition to discussions lead by Variety in English and the Figaro Group in French. The daily talks will be held throughout Festival de Cannes at Majestic Hotel from 11 a.m. to noon.

Women in Motion 2016 teaser

Each session will feature one or several guest speakers who will discuss the issues of women in the film industry. Highlighting these issues will offer speakers and attendees the opportunity to share possible solutions that may result in better representation for females in the industry.

Furthering the discussions' outreach, Kering's media partners will publish a video feed and related editorials for reach talk on their Web sites and social channels with the #WomenInMotion hashtag.

Also, Kering Group will field questions from its global Twitter community, accepting one question per day from its audience. The selected question will be allocated for that day's talk, topic and speakers.

The discussions will be housed on Kering's content platform dedicated to the topic on its Web site. An official Women in Motion Web site has also been launched.



Banner for Kering's Women in Motion Web site

"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 Francois-Henri Pinault, CEO/chariman of Kering in a 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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