

ARTS AND ENTERTAINMENT

## Kering's 2017 Women in Motion talks are ode to female film contributions

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*Isabelle Huppert for Kering's 2017 Women in Motion; Image courtesy of Myriam Roehri*

By STAFF REPORTS

French conglomerate Kering Group has named actress Isabelle Huppert as the face of Women in Motion at the 2017 Cannes International Film Festival.

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Now in its third year, Kering launched Women in Motion in 2015 to focus attention on the role women play in film, both behind and on camera. Kering dedicates much of its corporate social responsibility efforts to women's causes, whether it be fair and equal treatment in the workplace or initiatives to build awareness for domestic violence.

In motion for change

Kering selected Ms. Huppert as the ambassador for the third annual Women in Motion initiative.

The French actress has become an iconic figure in film due a filmography working with the industry's best directors and for her relationship to the Cannes International Film Festival. Ms. Huppert served on the jury in 2009 and has been awarded the Best Actress Prize on two separate occasions.

Kering's Women in Motion consists of a series of talks, open to journalists and film industry professionals. The Women in Motion talks concentrate on industry figures comparing and contrasting their experiences and personal views on female contribution to film.



Promotional poster for Kering's 2017 Women in Motion at the 70th annual Cannes International Film Festival

Last year's Women in Motion talks featured A-listers such as Jodie Foster, Chloe Sevigny and Salma Hayek Pinault, among others. Topics discussed included the salary gap between men and women in film, female directors, films about women and the lack of female representation on screen ([see story](#)).

"As is still the case in far too many walks of life, women are underrepresented and disadvantaged in the film world, despite their priceless contribution to everything that makes cinema what it is," said Francois-Henri Pinault, chairman and CEO of Kering in a statement.

"Promoting gender equality lies at the heart of Kering's priorities, which is why I am proud to be involved in this fight, alongside Festival de Cannes," he said. "For three years now, Women in Motion has been a leading forum in changing mindsets, celebrating the most extraordinary figures in our industry and offering practical support to talented women."

Kering is the official partner of the 70th annual Cannes International Film Festival held May 17-28 in Cannes, France.

Each year, the conglomerate and Cannes awards two cinema talents with the Women in Motion Award during a ceremony May 21. The first award will be given to an emblematic figure in film whose career serves as an inspiration to other women and second, the Young Talent Award, will be awarded to a promising up-and-comer in the industry, selected by the first prize-winner.

The Young Talent Award recipient will also receive 50,000 euros, or \$53,000 at current exchange, to support one or several of her film projects.

Last year's Women in Motion award was given jointly to Susan Sarandon and Geena Davis who starred together in the cult classic "Thelma & Louise," which celebrated its 25th anniversary in 2016. The Young Talent Award was given to three young directors, Leyla Bouzid, Gaya Jiji and Ida Panahandeh.

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