

ARTS AND ENTERTAINMENT

Kering, UniFrance team to accelerate Women in Motion globally

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

By STAFF REPORTS

Luxury goods conglomerate Kering Group has inked a two-year partnership with French film association UniFrance to further the impact of Women in Motion throughout the world.

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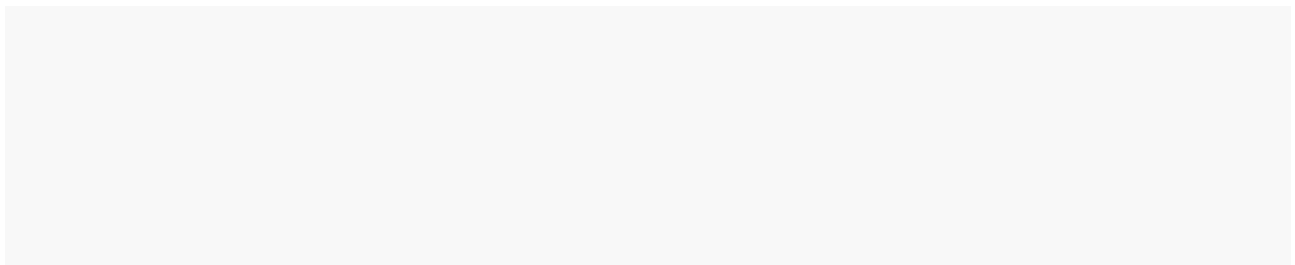
Kering launched Women in Motion three years ago at the Cannes Film Festival with the goal of underscoring the onscreen and behind-the-scenes contributions of women in the film industry. Through the Women in Motion platform, Kering raises awareness, via chats and events, focused on topics such as actresses' wage gap, the need for strong female characters and women directors, among other issues.

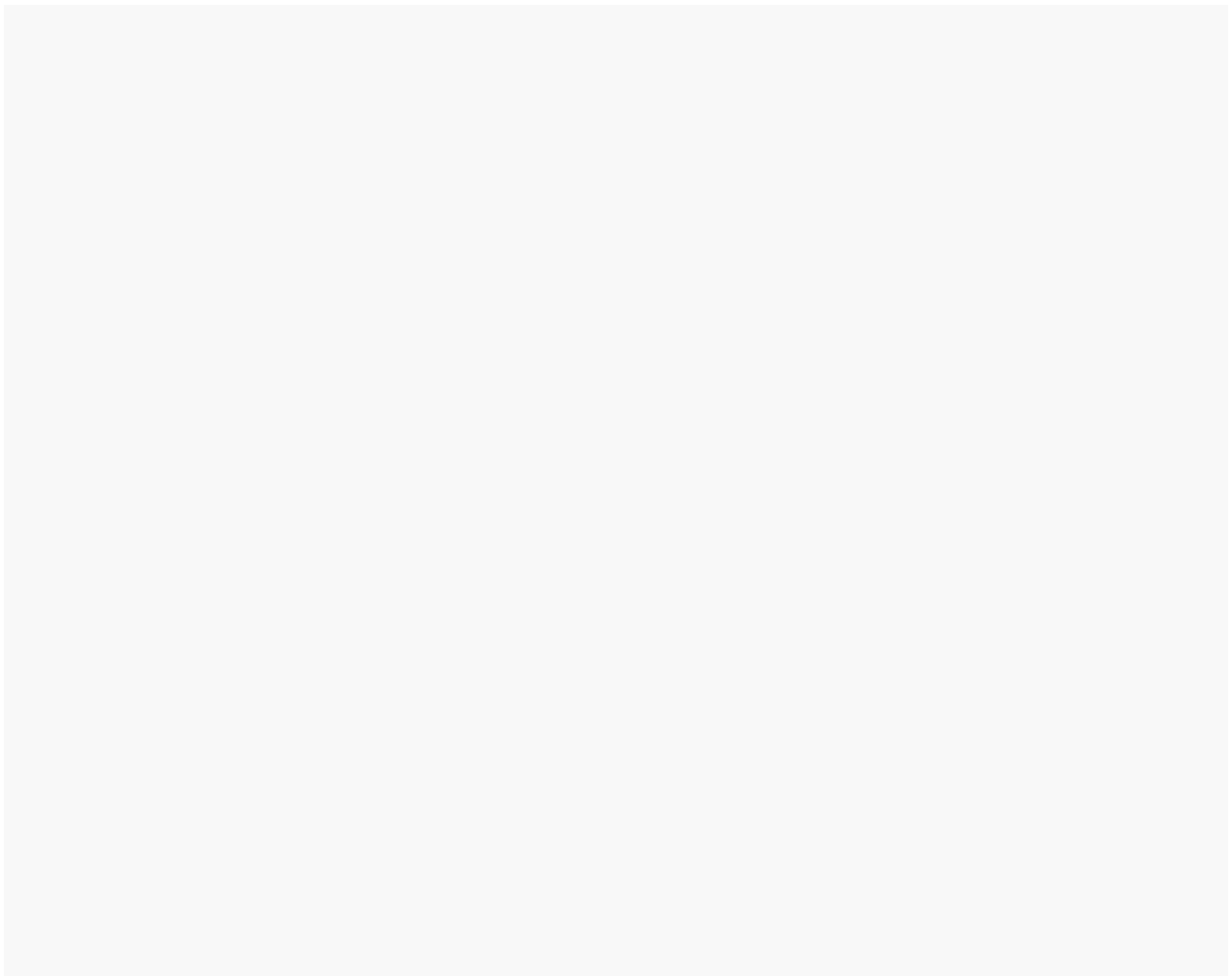
Increasing impact

Established 65 years ago, UniFrance is responsible for the exportation and promotion of French language films.

Based in Paris, the association has representatives in New York, Seoul, South Korea, Beijing and Tokyo and brings together 1,000 French film industry professionals to bring French films to foreign audiences, professionals and the media.

In the partnership with Kering, UniFrance will increase the Women in Motion program's global impact while highlighting women's contributions in film.





We #FrenchCinema. Do you ?

A post shared by uniFrance (@unifrance) on Mar 16, 2017 at 10:44am PDT

Joint efforts will launch at soon-to-be-announced international film events. Upcoming events include the French Film Festival in Japan, organized by UniFrance and running June 22-25 in Tokyo, and the Festival de Cannes in France from May 17-28.

During Cannes, where Kering is a sponsor, UniFrance's general director Isabella Giordano will host a Women in Motion talk.

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 ([see story](#)).

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