

AUTOMOTIVE

## Aston Martin seeks to advance women's empowerment by backing TV show

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*Aston Martin's Laura Schwab. Image courtesy of Aston Martin*

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By STAFF REPORTS

British automaker Aston Martin is supporting a television show that celebrates female empowerment, as part of its effort to improve diversity at the top ranks of the car industry.

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"Power of Women," which began airing its second season on Aug. 26, pairs two successful women to discuss how they rose in their fields. Among the women profiled this season is Aston Martin's head of the Americas Laura Schwab, taking the marque's presence beyond sponsorship.

Female figures

Ms. Schwab is the first woman to head up regional operations at Aston Martin.

"The automotive industry has traditionally been male dominated, but we're slowly seeing the real and perceived barriers to leadership being removed," Ms. Schwab said in a statement. "I hope we'll see a continued shift in the composure of the C-suite, where diversity contributes to a more well-rounded approach to product design, sales and marketing; that can only serve to benefit those interacting with our brand."

Along with Ms. Schwab, the six episodes this season will feature Jane Goodall OBE, women's rights attorney Gloria Allred, actress and activist Rose McGowan, journalist Alex Crawford and singer-songwriter Sharlene Spiteri.

Power of Women airs on Sky Arts in the United Kingdom. After backing the series' debut season, Aston Martin has returned as a partner.



*Power of Women pairs up successful women for discussions. Image credit: Sky Arts*

"I wanted to make a series about powerful, determined and successful women not celebrities," said Rosemary Reed, the series creator and director, in a statement. "But women who had just gone for it and to explore what drove them.

"There is a gender bias in our society, in my own industry only 7 percent of film directors are women," she said. "Power of Women showcases intimate conversations between two extraordinary peers and my hope is that these conversations empower viewers to feel they too can accomplish anything."

The world of luxury executives is still overwhelmingly made up of men, but some of the top women in luxury believe that there are paths forward for women and much notable progress has been made.

Speaking at the Women in Luxury 2018 conference, a panel of top women executives in luxury spoke about the challenges they have faced, how they overcame them and how the pathways to the C-suite have changed for women over the years ([see story](#)).

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