

NONPROFITS

Kering Foundation fights gender-based violence through film

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The Kering Foundation is sponsoring a filmmaking competition. Image credit: Kering Foundation

By STAFF REPORTS

Luxury group Kering is working to stem violence against women through its foundation's latest filmmaking initiative.

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Beginning Nov. 25, the Kering Foundation is highlighting short films from female-identifying filmmakers as part of its "16 Days, 16 Films" campaign with Modern Films. The films' themes are centered on violence against women, and the campaign runs alongside the United Nation Women's global effort of 16 Days of Activism Against Gender-Based Violence.

Filmmaking feminism

Sixteen short films, created by female-identifying filmmakers from the United Kingdom, Italy and France, were selected for the campaign. Each movie runs 25 minutes or less.

Creating opportunities for these directors also serves the Kering Foundation's goal to combat gender inequality.

"Kering has a long-standing commitment to empowering and supporting women worldwide," said Cline Bonnaire, executive director of the Kering Foundation, in a statement. "It was only natural for the Kering Foundation to join forces with Modern Films for the 16 Days 16 Films competition, to elevate the voices of female filmmakers in the U.K., France and Italy to shine a light of the complexities of violence against women that affects one in three women around the world.

"We hope through this work, we can not only raise awareness but also mobilize others towards collective action to make change happen," she said.

Each film tackles a story relating to violence against women

Through Dec. 10, one film a day will be added to YouTube to help raise awareness about subjects including consent, equality, abusive toxic relationships and female emancipation.

The first film of the campaign, "Waves," was directed by Jessie Ayles and filmed in one of the most dangerous communities for women in South Africa. It follows the perspective of three young girls growing up in Cape Town.

To conclude the campaign, the Kering Foundation will host a special screening of all 16 films in London on Dec. 16. A winning filmmaker will be chosen to create a new public service announcement for the domestic abuse and sexual violence effort U.K. Says No More.

Preventing violence against women around the world is at the heart of the Kering Foundation, which was established in 2008, while also being a smart business decision for the luxury group.

Vogue International editor Suzy Menkes and a board director of the Kering Foundation discussed how the luxury industry is bringing awareness to social issues during an intimate conversation at the Cond Nast International Luxury Conference on April 10. With a focus on preventing violence against women, the Kering Foundation supports initiatives that help both men and women, according to the director ([see story](#)).

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