

MEDIA/PUBLISHING

Kering sponsors French animated series tribute to courage women

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Culottes, or "Brazen," is a comic created by Pnlope Bagieu, outlining the stories of 30 women, some of them famous who have changed history. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering will support the launch of a new animated series adaptation of "Culottes" ("Brazen") as part of its commitment to women in creative fields.

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The sponsorship, via its Women In Motion program, will also tie in with Kering's stated mission to support those who wish to change things and raise the profile of women via the choices they have made, their careers, and their view of the world.

"Whether it is the illustrator and comic designer of *"Brazen,"* the directors, the producers or, of course, the heroines themselves: all are actors of the change advocated for by *Women In Motion,*" Kering said in a statement.

"[Kering is helping] by shining a light on the creativity and uniqueness of talented women whose work in the fields of arts and culture is helping to transform our vision of the world."

Kering is owner of such brands as Gucci, Alexander McQueen, Saint Laurent and Bottega Veneta. The Paris-based company employs women across all levels of its organization worldwide.

Going for bold

"Brazen" is a comic created by Pnlope Bagieu, outlining the stories of 30 women, some of them famous who have changed history. The women portrayed stood up for women's rights in times of hardship, which Ms. Bagieu wittily recounts.

The animated series of *"Brazen"* produced by Silex Films, an independent film company run by Priscilla Bertin and Judith Nora takes the same approach.

Mai Nguyen and Charlotte Cambon directed the 30-episode series, with screenwriting from Emilie Valentin and Elise Benroubi. Actress Ccile de France voiced all the characters, including the heroines, men and children.

The series' creators had to balance being playful and poetic with a touch of humor.

"Brazen" will be broadcast in full on France.tv on International Women's Day, March 8. Teasers will run on French channels March 7-8. After that, the series will run daily starting March 9, Monday through Friday, through April 17 on the France 5 TV channel.

News of the Kering effort comes the day as rival LVMH's content play to honor women this month and beyond.

LVMH has debuted its first in-house radio program as part of its mission to promote gender parity.

Called Echo Day, the show is hosted by journalist Marie Drucker along with Chantal Gaemperle, LVMH's executive vice president of human resources and synergies. The program will discuss efforts undertaken and currently ongoing to promote gender equality throughout LVMH and its 75 brands ([see story](#)).

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