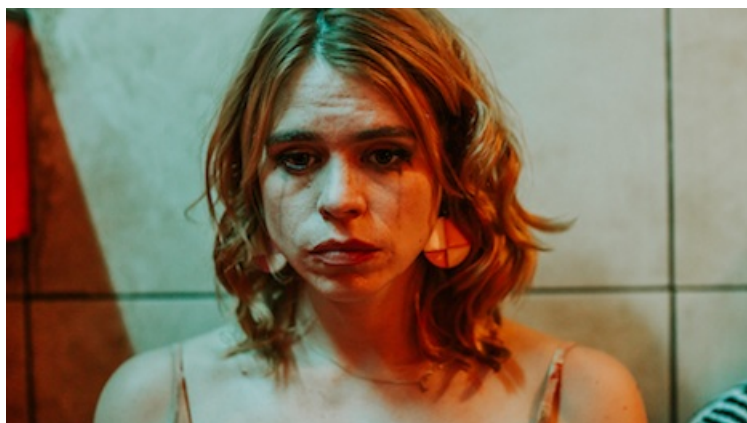


AUTOMOTIVE

## Jaguar supports women filmmakers as theaters reopen in the UK

May 24, 2021



Jaguar and Everyman present *Rare Beasts* by Billie Piper. Image credit: Jaguar

By LUXURY DAILY NEWS SERVICE

British automaker Jaguar has partnered with the British Film Institute (BFI) and independent film network Everyman on a new initiative celebrating women in the arts.

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The multi-partner collaboration officially launched with the gala screening of Billie Piper's *Rare Beasts* at Everyman's London Broadgate theater. Special guests Emilia Clarke, Jenna Coleman, Immy Waterhouse and others took to the red carpet on May 21 to support the film's release.

Woman in film

A dark comedy, *Rare Beasts* follows the story of Mandy, a single mother dealing with the pain of her parents' divorce, who meets a troubled man searching for a sense of worth, belonging and restored male identity.

Furthering its mission to nurture creativity and honor women in the film industry, Jaguar has been excited to collaborate on the project and celebrate the characters and feminist narrative of *Rare Beasts*.



Jaguar vehicles lined the red carpet at the film screening. Image credit: Jaguar

"Since we announced our Woman With A Movie Camera' partnership in March, we've been waiting for cinemas to re-open so that we can engage with audiences on the topics that really matter," said Jessica Douce, senior marketing manager of Jaguar U.K., in a statement.

Through an integrated partnership approach over the next several months, Jaguar will present a selection of "Woman With a Movie Camera" screenings at Everyman venues throughout the U.K.

In a similar push for social awareness and inclusivity, German automaker Porsche highlighted urban youth culture across Europe with the help of music journalist Niko Hls in the latest installment of the "Back to Tape" editorial series, which examines the art of graffiti.

Since 2017, "Back to Tape" has taken a holistic approach to exploring the roots of hip-hop and urban culture in Germany and across Europe, seeking a dialogue beyond just genre or clothing. For the effort, three graffiti artists turned Mr. Hls' "Hip-Hop CultureA Road Trip through Europe" into legally sprayed artworks ([see story](#)).

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