

ARTS AND ENTERTAINMENT

Kering to bestow Women In Motion award upon actress Michelle Yeoh at Cannes 2023

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French luxury conglomerate Kering will present Malaysian actress Michelle Yeoh with the 2023 Women In Motion Award at the upcoming Cannes International Film Festival in May. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering is announcing plans to tribute one of Hollywood's most prominent acts at one of the world's most prestigious entertainment events.

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Regarding the upcoming Cannes International Film Festival, the company has announced plans to present Malaysian actress Michelle Yeoh with the 2023 **Women In Motion Award** at an accompanying ceremony slated for May. Established in 2015, Kering continues a strategic partnership with the Festival, bringing diversity to a deep history of support for women in the arts.

"Through her iconic roles, Michelle Yeoh has managed to shatter every stereotype," said Francois-Henri Pinault, chairman and CEO of **Kering**, in a statement.

"Together with the Festival de Cannes, we wanted to recognize her significant contribution to cinema, and her ability to inspire future generations of talent," Mr. Pinault said. "Presenting her with the Women In Motion Award was the obvious choice."

Cultural critics

In choosing the Oscar-winning star, Kering highlights an important moment in history.

Last year, Ms. Yeoh became the first Asian actress to win the Academy of Motion Picture's Best Actress category for her leading role in the independent production company A24-backed hit film "Everything Everywhere All at Once."

Company remarks credit Ms. Yeoh as a producer of international renown, making mention of the actress' newly-acquired Golden Globe and SAG Awards before listing her powerful acceptance speeches as compelling selection factors.

During award season broadcasts, the artist's words touched on key issues such as diversity, racism and ageism.

With receipt of the distinction, Ms. Yeoh joins the likes of acts such as Jane Fonda, Susan Sarandon, Salma Hayek

and Viola Davis.

Kering and the @Festival_Cannes are delighted to present the 2023 Women In Motion Award to actress Michelle Yeoh on Sunday 21st May 2023.

Learn more on : <https://t.co/NW6nKNz4CI> #WomenInMotion pic.twitter.com/hSVJ5JPXVi

Kering (@KeringGroup) April 6, 2023

Carrying Kering's official Women In Motion dinner, the celebratory ceremony will be held in Cannes, France.

"I'm very moved to receive this award," said Ms. Yeoh, in a statement.

"I'm convinced that times are changing; public awareness has certainly grown in recent years," she said. "It's vital that women in front of the camera and behind it keep playing roles and telling stories that reflect the diversity and complexity of the world."

The honor stems from a long-standing partnership between the corporation and Cannes Film Festival, launched in May 2015.

In continuing to distribute the Women In Motion Award, Kering strengthens a solid set of ties to the institution with programming, as other brands up efforts to connect.

"I am happy and proud to celebrate, along with Kering, the contribution made by women to the film industry," said Iris Knobloch, president of the Cannes Film Festival, in a statement.

"For the past nine years, Women In Motion has been highlighting the figures who have played a key role in changing the way women are represented in culture and the arts," Ms. Knobloch said. "Michelle Yeoh is undoubtedly one of the most outstanding examples of this commitment."

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