

## Kering and UniFrance join forces to strengthen the impact of Women in Motion throughout the world

*The new two-year partnership between Kering and UniFrance is designed to ramp up the impact of Women in Motion by integrating the programme into various international film events throughout the year.*

With Women in Motion getting ready for its third successive year at Cannes, Kering, an official partner of the Festival de Cannes, and UniFrance, the organisation responsible for the global promotion of the French film, have announced the signing of a two-year partnership designed to increase the programme's worldwide impact, and highlight women's contribution to film.

Kering and UniFrance will team up to integrate Women in Motion into a variety of soon-to-be-announced international film events throughout the year. Amongst others, Women in Motion will play a part in the French Film Festival in Japan organised by UniFrance from 22 to 25 June in Tokyo. The partnership will be launched at the next Festival de Cannes, from 17 to 28 May 2017, where UniFrance's iconic General Director Isabelle Giordano will host a Women in Motion Talk.

Building on the commitment of UniFrance, which has worked tirelessly since 1949 to promote French cinema throughout the world, this partnership marks a key step forward in the development of the programme and will no doubt accelerate the task – undertaken by Women in Motion since its creation in 2015 – of highlighting the role played by women in film and promoting their presence both on and off screen, across the globe.

In 2016, Women in Motion joined forces for the first time with the Sundance Institute to support the Women at Sundance Fellowship Programme – a mentoring initiative with six female directors and producers for whom Kering organised a personal coaching session that year. Another Women in Motion Talk will take place on 13 May 2017 during the Elle Active forum in Shanghai, in partnership with Elle China, while a further Talk will be held on 17 June 2017 in Hikarie (Japan) as part of the Women in Society event organised by Elle Japan. The event is set to feature renowned film director Naomi Kawase. Kering's partnership with UniFrance will also help bolster and increase the impact of Women in Motion.

For the third year, Women in Motion, which is designed as a forum for discussion and encounters, has organised its Talks during the Festival de Cannes. These round tables bring together key figures from the world of film to engage in debate, raise awareness, and share experiences on the representation of women in film. In addition, the annual Women in Motion event celebrates female film industry professionals by awarding the Women in Motion prize to a leading figure in film, who in turn awards the Young Talents prize to a promising newcomer of her choosing.

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### **About UniFrance**

*For over 65 years, UniFrance has drawn on its international experience to export and promote French film throughout the world.*

*As an association under the Law of 1901 (under the aegis of the government and in particular the CNC) based in Paris, UniFrance also has representatives in New York, Seoul, Beijing, Tokyo, and brings together 1,000 French film industry professionals (producers of short and long films, exporters, directors, actors, screenwriters, artistic agents, etc.) who work together to promote French films to foreign audiences, professionals and the media.*

## **About Women in Motion**

*Women in Motion sets out to showcase the contribution of women to the film industry, whether in front of the camera or behind it. Launched in 2015 by Kering, in partnership with the Festival de Cannes, Women in Motion is an integral part of the Festival's official programme. The initiative is based on two pillars: Talks open to journalists and industry professionals which give major figures the opportunity to compare and contrast their experiences and viewpoints around the question of women's contribution to cinema, and to pool their recommendations for greater representation within the industry. The two Women in Motion Awards are awarded each year to an inspiring figure who embodies the programme's values, and to a young film industry professional, who receives funding support for cinematographic projects.*

## **About Kering**

*A global Luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the Sport & Lifestyle brands Puma, Volcom and Cobra. By 'empowering imagination', Kering encourages its brands to reach their potential, in the most sustainable manner. The Group generated revenue of €12.385 billion in 2016 and had more than 40,000 employees at year end. The Kering share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).*

### **More information**

Official videos and high resolution photographs available on the [Women in Motion pressroom](#)

### **Follow the official hashtags:**

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