

## Yangyang to be the speaker at Kering's Women in Motion Talk

Yangyang will participate in Kering's 3<sup>rd</sup> annual Women in Motion Talk and official event dinner to support global female filmmakers.



The 3<sup>rd</sup> annual Women in Motion programme will be held during the Cannes International Film Festival between 17 and 28 May 2017. Yangyang will be invited as the exclusive Chinese male actor to the Women in Motion Talk and its official event dinner (21 May). Together with other international film professionals, the speakers will embark a series of discussions, encompassing the contribution of women to the film industry with the aim to enhance “her” visibility in both the Chinese and Western film industry.

As the friend of Kering, Yangyang has always paid close attention to topics around women, for instance, being the ambassador for Kering's White Ribbon for Women campaign in 2016. In the Women in Motion Talk, Yangyang will be sharing his view, from the perspective of a male actor, on changes and power women in cinema are bringing, as well as the status and contribution of women and his homage to the power of women in cinema.

Launched in 2015, Women in Motion endeavours to focus our attention on the crucial role of women in film, and to the importance of continuing to fight for greater equality and access to opportunities for talented young women. For 3 years, Women in Motion has shone a spotlight on women's contribution to cinema through a series of discussions between major figures from the film world including Jodie Foster, Juliette Binoche, Salma Hayek Pinault; and two Awards in celebration of talented women in film.

### **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 and 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: talking openly to journalists and industry professionals which gives major figures the opportunity to compare and contrast their experiences and viewpoints around the topic of women's contribution to cinema, and to pool their recommendations for greater representation within the industry. Each year, the two Women in Motion Awards are given to an inspiring figure who embodies the programme's values as well as 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 such as 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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