



Press Release

11.04.2014

Kering becomes Official Partner of the Cannes International Film Festival and puts Women and Cinema in the spotlight

- ∞ Kering and the Cannes International Film Festival today announce the signing of a five year strategic partnership.
- ∞ Through this partnership, Kering reinforces its existing ties with cinema and brings focus on women in the film industry.

Kering and the Cannes International Film Festival join forces in a partnership for a period of five years. Kering becomes Official Partner of the Cannes International Film Festival from the 68th edition to be held from 13 to 24 May 2015. This enables Kering's clothing and accessories brands (except jewellery and watches) to also become Partners of the Festival, and benefit from an exceptional media exposure throughout the event.

Women and cinema

Through this partnership, Kering also wishes to highlight the contribution of women to the film industry, whether talking about talented women in cinema - directors, producers, scriptwriters and actors – or their representation behind and in front of the camera. Throughout the Festival, Kering will put leading figures in the spotlight, both men and women, organising discussion sessions in which they will be able to share their points of view.

Kering has been committed to empowering women for many years, primarily through the Kering Foundation, created and chaired by François-Henri Pinault, Kering Chairman and CEO, as well as the *Chime for Change* initiative launched by Gucci, to empower women and girls around the world.

Support for the film industry: a long-standing commitment of the Kering Group

Kering's partnership with the Festival de Cannes strengthens the existing ties of the Group and its brands with the film industry. Film financing, the restoration of film masterpieces, documentary film making, support for films in competition are, amongst other initiatives, part of Kering's involvement with cinema over the past years. The Group and its brands are also supporting other international institutions or events, such as the Tribeca Film Institute in New York or the Venice International Film Festival as well as sponsoring numerous awards for film-makers. The partnership between Kering and the Festival de Cannes comes as a natural extension of the historical and artistic dialogue between fashion and film, both industries devoted to create emotion using *savoir-faire* and technology for a creative purpose.

François-Henri Pinault, the Kering Group's Chairman and CEO, has said: *"I am delighted with our partnership with the Festival de Cannes, whose authority and legitimacy are renowned. Creativity, imagination, the power of narrative and "mise-en-scène" are common to our two worlds. For many years now, Kering has been committed to empowering women and supporting the film industry. Film, as a universal, contemporary and diverse art form, that mirrors society and is accessible to all, represents Kering's choice of cultural engagement. We are enthusiastic about joining forces with the Festival de Cannes to bring our commitment to the next level."*

Pierre Lescure, President of Cannes International Film Festival, stated, *"Cannes International Film Festival has been promoting film internationally for almost 68 years, a mission of which the Festival de Cannes is the annual highlight and to which women of the industry make a major contribution. By collaborating with Kering, we come together to promote film, talent, and the women who contribute to the future of the film industry."*



Thierry Frémaux, General Delegate of Cannes International Film Festival, added: *"I am delighted with this partnership with the Kering Group. Through its prestigious and international brands, Kering naturally shares the Festival's open-mindedness and perfectly embodies its ambition for the editions to come. I am particularly pleased with Kering's wish to work hand-in-hand with the Festival de Cannes to highlight the contribution of women to the film industry. Together, we are strengthening the reputation of the Cannes International Film Festival on the international stage, towards artists, the media and professionals of the industry. We are enabling the Festival to evolve in line with the changes in society, thus remaining at the forefront of international film festivals worldwide."*

About Kering

A world leader in apparel and accessories, Kering develops an ensemble of powerful Luxury and Sport & Lifestyle brands: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Puma, Volcom, Cobra, Electric and Tretorn. By 'empowering imagination' in the fullest sense, Kering encourages its brands to reach their potential, in the most sustainable manner. Present in more than 120 countries, the Group generated revenues of €9.7 billion in 2013 and had 35,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

Kering press contacts:

Hélène Saint-Raymond	+33 (0)1 45 64 61 20	helene.saint-raymond@kering.com
Floriane Geroudet	+33 (0)1 45 64 66 00	floriane.geroudet@kering.com

Websites:

www.kering.com
www.festival-cannes.com