

KERING FOUNDATION

STOP VIOLENCE. IMPROVE WOMEN'S LIVES.



PRESS RELEASE

21.11.2016

François-Henri Pinault, Salma Hayek Pinault and Stella McCartney hosted a special screening of award-winning film *Sonita* to mark the Kering Foundation's 5th annual *White Ribbon for Women* campaign

*As part of its annual White Ribbon for Women campaign, to break the silence on violence against women, the Kering Foundation welcomed over 200 personalities from the film, luxury and fashion industries and women's rights organizations to a special screening of the award-winning film *Sonita* at BAFTA.*



On Monday 21 November, François-Henri Pinault, Salma Hayek Pinault and Stella McCartney welcomed over 200 guests to a special screening of award-winning *Sonita* at BAFTA in London. The screening was part of the Kering Foundation's annual *White Ribbon for Women* campaign, running from 18 to 27 November 2016 to break the silence on violence against women.

Sonita, directed by Iranian Rokhsareh Ghaemmaghmi and distributed by Wave Films, recounts the true story of 14-year-old undocumented refugee and women's rights activist Sonita Alizadeh. Tracing her journey from Afghanistan to her newfound home in the US, the film sheds light on the reality of forced marriage through the eyes of a young girl who dreams of becoming a famous rapper despite her family's predefined plan for her future – to sell her into marriage. The film notably won the Grand Jury Prize and Audience Award at the 2016 Sundance Festival.

Among some 200 personalities present at the screening were prominent figures from the film, music and fashion industries such as the film's director Rokhsareh Ghaemmaghmi, Bianca Jagger, Eva Herzigová, Fares & Tania Fares, Bel Powley, James McCartney, Lucie de la Falaise and Tiphaine de Lussy. Representing the artistic directors and top management of Kering's Maisons were Sarah Burton, Creative director of Alexander McQueen, Emmanuel Gintzburger, CEO of Alexander McQueen and Frederick Lukoff, CEO of Stella McCartney.

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In parallel to the screening, this year's White Ribbon for Women campaign hosted online via #BeHerVoice, features well-known male ambassadors including the French footballer Antoine Griezmann, American surfer and founder of menswear brand *Outerknown* Kelly Slater, and Chinese actor Yang Yang, who have lent their voices to the Kering Foundation's campaign, to highlight the fact that violence against women is not just a women's issue. A series of portraits diffused online between 18 and 25 November see the ambassadors recount the true stories of women who have experienced violence and subsequently received support from the Kering Foundation



All high-resolution photos are available [here](#)

Credits are included in the file names and captions mentioned in the files' properties

For more information on the White Ribbon for Women campaign, visit:

<http://kering-foundation.com/white-ribbon-women-2016>

<http://kering-foundation.com/crowdfunding>

Hashtag: **#BeHerVoice**

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 revenues of more than €11.5 billion in 2015 and had more than 38,000 employees at year end. The Kering share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

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About the Kering Foundation

Launched in 2009, the Kering Corporate Foundation combats Violence Against Women. To enhance its global impact, the Foundation focuses on one cause in each of the following three regions:

- *Sexual Violence in the Americas*
- *Harmful Traditional Practices in Western Europe (France, Italy, United-Kingdom)*
- *Domestic Violence in Asia*

The Kering Foundation supports NGOs' projects, social entrepreneurs and awareness campaigns while involving the Group's 38,000 employees.

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