



PRESS RELEASE

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PROMINENT MALE FIGURES LEND THEIR VOICES TO THE KERING FOUNDATION'S WHITE RIBBON FOR WOMEN CAMPAIGN

Antoine Griezmann, Kelly Slater and Yang Yang join the Kering Foundation's 5th annual White Ribbon for Women campaign and break the silence on violence against women.



The Kering Foundation will host its 5th annual White Ribbon for Women campaign to combat violence against women from 18 to 27 November. This year well-known male ambassadors including French footballer Antoine Griezmann, the American surfer and founder of menswear brand Outerknown Kelly Slater, and Chinese actor Yang Yang will lend 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 will see the ambassadors recount the true stories of women who have experienced violence and subsequently received support from the Kering Foundation. As part of the White Ribbon for Women's digital campaign, the portraits will notably be diffused online via the hashtag #BeHerVoice to encourage everyone to break the silence on violence against women.

In tandem, and to mark the 5th edition of White Ribbon for Women, the Kering Foundation will also launch [a crowdfunding platform](#) via #BeHerVoice. From 18 to 27 November users will be able to support a cause of their choice, from a selection of projects run by the Kering Foundation's partner NGOs to empower women who have experienced violence. Funds raised will go directly to the Kering Foundation's partner NGOs including *It's On Us* in America, *HER Fund* in Asia, and *Fédération Nationale Solidarité Femmes*, *La Maison des Femmes*, *Rosa UK* and *Women's Aid* in Europe.

An in-store campaign run in parallel will also see 230,000 White Ribbon for Women brooches and stickers, designed by Kering Foundation board member Stella McCartney, distributed in over 800 boutiques across 51 countries to customers of Kering luxury brands: Gucci, Alexander McQueen, Balenciaga, Brioni, Stella McCartney, McQ, Boucheron, Qeelin, Pomellato and Dodo.

The White Ribbon for Women campaign was launched by the Kering Foundation in 2012, with board member Stella McCartney designing an exclusive White Ribbon for Women brooch. From its origins the White Ribbon movement is a male-led initiative started by a group of Canadian men in 1991 following the Montreal Massacre, where a male student of École Polytechnique University massacred 14 of his female classmates telling them "you have no right being here (in education)." The movement encourages the promotion of gender equality and a new vision of masculinity in order to bring

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STOP VIOLENCE. IMPROVE WOMEN'S LIVES.



about a cultural shift to a future without violence against women. Since 1999, the 25 November is recognised by the United Nations as the International Day for the Elimination of Violence against Women, with a White Ribbon as its symbol.

François-Henri Pinault, President of the Kering Foundation, and Chairman and CEO of Kering commented: *“At the Kering Foundation we are working alongside non-profits and governments to combat violence against women, but the real challenge is in changing societal behaviors and beliefs. When one considers that 1 in 3 women worldwide experience violence, it is clear that this issue touches us all be it as a society, a corporation or citizen; be it as a man or a woman. With our White Ribbon for Women campaign we hope to break the taboo on this epidemic, by encouraging everyone to join the combat and raise their voices alongside our ambassadors.”*

FROM 18 TO 27 NOVEMBER

**FOLLOW THE CAMPAIGN ON SOCIAL MEDIA WITH #BeHerVoice
OR ACCESS THE WHITE RIBBON FOR WOMEN CROWDFUNDING PAGE [HERE](#)**

HIGH-RESOLUTION IMAGES AND VIDEO FILES AVAILABLE ON REQUEST.

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).

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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Hashtag

#BeHerVoice