

Salma Hayek-Pinault, board director of the Kering Foundation, gives keynote speech at the Women's Forum for the Economy and Society

Salma Hayek-Pinault, actress, director and producer will spotlight violence against women during a keynote speech at the Women's Forum for the Economy and Society, in Deauville on Wednesday 15 October.

- She will share with the audience her commitment to the cause and her views on the progress achieved to date as well as the road ahead. She will also speak of her involvement as board director of the Kering Corporate Foundation and as co-founder of "Chime for Change", the campaign led by Gucci to promote the rights of girls and women worldwide.

- Salma Hayek-Pinault will also participate in a roundtable discussion on 'Gender inequality in Mexico', her native country. This year the Women's Forum will host a Mexican delegation of forty women and men from the worlds of economics, politics, science, academics, social entrepreneurship, the arts, media and philanthropy.

The Kering Foundation will distribute the "White Ribbon for Women" brooch designed by Stella McCartney, also a board director of the Kering Foundation, during this the 10th edition Women's Forum in Deauville. The White Ribbon is recognised as the global symbol for combatting violence against women, since the early 1990s. Three years ago, the Kering Foundation launched the "White Ribbon for Women" campaign, to raise awareness on the occasion of the International Day for the Elimination of Violence against Women held each year on 25 November.

From 15 to 29 November, in partnership with the media group Condé Nast, 200,000 brooches will be distributed across 38 countries via more than 700 boutiques of Kering brands: Gucci, Bottega Veneta, Alexander McQueen, Balenciaga, Brioni, Stella McCartney and Tomas Maier. The White Ribbon brooch is designed using materials with low environmental impact.

1 in 3 women around the world is or will be a victim of violence, sexual abuse or other abuse during her lifetime. The 10th anniversary of the Women's Forum will see the Kering Foundation continue in its pursuit of raising awareness on violence against women.

About the Kering Foundation

Launched in 2009, the Kering Foundation combats violence against women by supporting NGOs, social entrepreneurs, and awareness campaigns. Since it was founded, more than 140,000 women have benefited from the support of the Kering Foundation. To reinforce its global impact and align with the Group's operating regions, the Kering Foundation combats sexual violence in the Americas, harmful traditional practices in Western Europe, and domestic violence in Asia.

Check out the new website at www.keringfoundation.org or follow us on Twitter @KeringForWomen

Press Contacts

Emmanuelle Picard-Deyme
Floriane Geroudet

+33 (0)1 45 64 61 87
+33 (0)1 45 64 66 00

emmanuelle.picard-deyme@kering.com
floriane.geroudet@kering.com