



Kering Named Multiyear Presenting Sponsor of the Palm Springs International Film Awards



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Kering has been named a multiyear partner and new presenting sponsor of the Palm Springs International Film Awards. In conjunction with the sponsorship, Women In Motion, Kering's renowned initiative highlighting women in the arts and culture, will showcase two Talking Pictures events during the festival's opening weekend.

"We are honored to welcome Kering as the Presenting Sponsor of the Palm Springs International Film Awards," said festival chairman Nachhattar Singh Chandi via statement. "Kering is more than a global leader in luxury — it's a force for cultural change. Their commitment to artistic innovation and amplifying diverse voices aligns perfectly with our mission. This partnership celebrates the power of storytelling and the global impact of film."

The festival returns on Jan. 2, with the 2026 Film Awards taking place on Jan. 3. Film Awards tables and festival passes go on sale Aug. 1.

The Palm Springs International Film Festival is a high-profile event that takes place at the beginning of awards season. At the 2025 edition of the festival, all four of the top acting Oscar winners — Adrien Brody, Mikey Madison, Kieran Culkin and Zoe Saldana — were honored with trophies for their respective performances in 2025's lauded films.





Jacques Audiard, Karla Sofía Gascón, Zoe Saldaña, Selena Gomez and Edgar Ramírez at the 36th Annual Palm Springs International Film Festival. Getty Images for Palm Springs In

Established in 2015 at the Cannes Film Festival, Kering's Women in Motion is a program that promotes women in the film industry, both in front and behind the camera. Women in Motion made its debut at the Palm Springs International Film Festival in January.

"We are thrilled to partner with the Palm Springs International Film Festival and Awards as part of Kering's long-standing commitment to supporting cinema and celebrating creative talent," said Laurent Claquin, chief brand officer of Kering. "In honor of its 10th anniversary, Women in Motion made its debut at the festival this year with two powerful conversations — one with the cast of 'Emilia Pérez,' and another with Angelina Jolie. Through this initiative, we not only recognize women's contributions to culture, but also create a space to amplify their voices, spark dialogue, and inspire future generations," Claquin said.

Kering is a French multinational company specializing in luxury goods. It owns the brands Yves Saint Laurent, Gucci, Balenciaga, Bottega Veneta, Creed, Maui Jim and Alexander McQueen.

