



A Man with SOLE: The Impact of Kenneth Cole

Runtime: 97 minutes

Country: USA

LOGLINE:

With heart & 'sole' and unflinching determination, global fashion icon and activist Kenneth Cole has put 'cause' before 'commerce' for 40 years, igniting social awareness and change, giving voice to the voiceless, defying and shattering stigmas and inspiring and empower action for good.

SYNOPSIS:

With heart & 'sole' and unflinching determination, Kenneth Cole and his global fashion company, Kenneth Cole Productions (KCP), have put 'cause' before 'commerce' for 40 years, igniting social awareness and change. Kenneth's commitments to AIDS, homelessness, LGBTQIA+ rights, civil liberties, social justice and now, mental health, have given voice to the voiceless, defied and shattered stigmas, provoked conversation, built coalitions and inspired and empowered action for good.

But back in the 1980's, when Kenneth launched his shoe business, corporate social action was anything but business as usual. Only a small fraction of companies had made any social impact commitment whatsoever and no company had aligned their business with the terrifying 'gay plague'.



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With HIV/AIDS ravaging the gay community, Kenneth Cole was losing dear friends to the disease. The world refused to acknowledge what was happening. The silence was deafening. Though many felt the association with AIDS could capsize his new business, Kenneth refused to look the other way. Rather, he used his platform to launch an 'anti-stigma' campaign to shatter the silence and prompt productive engagement.

KENNETH COLE: A Man With Sole captures the deeply purposeful story of Kenneth Cole to establish its social impact-driven ethos, while building a successful global fashion brand. Fusing cause and commerce early on, Kenneth created a new inventive and daring advertising style that became a global phenomenon. The pioneering ads were culturally relevant, deliberately cause-ridden and less about the product than about the values of the people who wished to wear the Kenneth Cole brand. The ads were (and are) incredibly humorous, often audacious, frequently controversial and always purpose-driven. They gave voice to urgent issues such as AIDS, human rights, homelessness, social justice and gun control. Kenneth has always believed that respectful controversy is necessary for positive social change.



While fighting for positive social change, Kenneth's business became a formidable global brand, going public in 1994. Ultimately, the obligation to shareholders to achieve greater profit margins year after year, became increasingly onerous...interfering greatly with Kenneth's commitment to social impact. In 2012, Kenneth bought back his own company and restructured his business, re-establishing the cause / commerce balance.

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Kenneth's fierce, high-risk commitment to caring as much for 'what people stand **for**...not just what they stand **in**'....has been the hallmark of his name and brand ever since. Now after four decades of persuasive and impactful campaigns and initiatives, Kenneth Cole is using his blueprint for social impact to eradicate the stigma around mental health. Formed during the pandemic, the Mental Health Coalition is a consortium of leading mental health organizations, advocacy groups, digital platforms, business leaders and celebrities who have joined forces to help people everywhere access the services they desperately need.

Interviews with fashion leaders, global scientists, collaborators, partners and employees are fused with a treasure-trove of current and archival social initiative footage to tell Kenneth's purposeful story of maverick invention, monumental impact and creative survival.

Forty years in, Kenneth Cole is just getting started.



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FILM OBJECTIVES

- To change lives, open hearts, provoke discussion and spark action
- To take on stigma regarding HIV/AIDS and Mental Health
- To inspire and celebrate Corporate Social Responsibility
- To inspire Community Building and Community Action
- To inspire audiences to pursue a life of PURPOSE

INTERVIEWS include...:

Dr. Alfiee Breland-Noble: Scientist, Author and Founder of The AAKOMA Project

Fern Mallis: Former Exec. Director Council of Fashion Designers (CFDA)

Ambassador Deborah Birx: Oversaw White House Coronavirus Response Coordinator and oversaw (PEPFAR)...the President's Emergency Plan for AIDS Relief

Deepak Chopra: Author / Alternative Medicine Advocate

Alan Cumming: Activist...Actor

Dan H. Gillison, Jr: CEO NAMI, National Alliance on Mental Health

Dr. Marc Brackett, Founding Director of the Yale Center of Emotional Intelligence

Peter Stately: ACT UP and AIDS Activist

Regan Hoffman: UN AIDS Liaison

Donna Karen: Fashion Designer / Activist

Carolyn Everson: Former Chief Marketing Officer – Meta & Facebook

Mario Stevenson: Director of the Institute of AIDS and Emerging Infectious Diseases, Director of the Global Virus Network, Chief of the Division of Infectious Diseases

Awet Woldegabriel, Fashion Designer

Andrew Rosen, CEO of Theory

Mark Siegler, Internationally Renowned Photographer

Michael Atmore: Chief Brand Officer, Fairchild Media



THE MENTAL
HEALTH
COALITION



DIRECTOR / PRODUCER: DORI BERINSTEIN

www.dramaticforces.com

Dori Berinstein is an Emmy-award-winning director, producer and writer of film & television and a six-time Tony-winning Broadway Producer.

As a filmmaker, Dori's award-winning work includes: **ShowBusiness: The Road To Broadway** (IDA Finalist - Showtime / Tribeca Film Festival), **Marvin Hamlisch: What He Did For Love** (Emmy Award - American Masters), **Carol Channing: Larger Than Life** (Showtime / Tribeca), **Gotta Dance** (Tribeca Film Festival). Dori also Executive Produced Isaac Mizrahi's **Unzipped**. Dori oversaw film production for Walt Disney Imagineering and Vestron Pictures where she supervised production on **MuppetVision 3D** and the film **Dirty Dancing**.

Dori's Broadway Productions include: **Stereophonic, Company, Dana H, Is This A Room, The Prom, Legally Blonde, The Crucible, Once Flew Over The Cuckoo's Nest, Thoroughly Modern Millie** and **Fool Moon**.

EDITOR: ELISA BONORA

Elisa Bonora most recently edited the 2023 Sundance Film **Dark Rising** and Tribeca's **Maestro**. In 2019 she edited the Sundance Grand Jury nominated film **David Crosby: Remember My Name** produced by Cameron Crowe. In 2014, she was nominated for an ACE and an Emmy award for her work in the documentary films **Glen Campbell: I'll Be Me** and **No Subtitles Necessary**, Laszlo and Vilmos, respectively. In 2002 she started her long-format career when Oliver Stone asked her to edit **Comandante**, a feature-length documentary on Fidel Castro and Cuba. She edited a second Oliver Stone documentary, **South of the Border**, which premiered at the 2010 Venice Film Festival. In 2012, she was the Additional Editor on Gabriela Cowperthwaite's documentary **Blackfish**, which was shortlisted for the Oscars and received an ACE Eddie nomination.



EXECUTIVE PRODUCERS

GERALYN WHITE DREYFOUS

Geralyn White Dreyfous is an Academy Award winning producer with a wide, distinguished background in the arts. Geralyn's independent executive producing and producing credits include the Academy Award winning **BORN INTO BROTHELS** (2004); Academy Award nominated and Peabody Award winning **THE INVISIBLE WAR** (2012), Academy Award nominated and Emmy Award winning **THE SQUARE** (2013), and Emmy Award winning **16 SHOTS** (2019) as well as multiple festival winners and nominees such as **MISS REPRESENTATION** (2011), **MEET THE PATELS** (2014), **THE HUNTING GROUND** (2015), **WON'T YOU BE MY NEIGHBOR?** (2018), **ALWAYS IN SEASON** (2019), **THE GREAT HACK** (2019), **US KIDS** (2020), **THE TRUFFLE HUNTERS** (2020), **NAVALNY** (2022), **HOLLYWOODGATE** (2023), **UNION** (2024) and **SUGARCANE** (2024). Geralyn stands as Founder and Board Chair of Utah Film Center, Co-Founder of Impact Partners, and a founding member of Gamechanger Films. She has been recognized by Variety and the International Documentary Association for her significant contribution to documentary filmmaking.

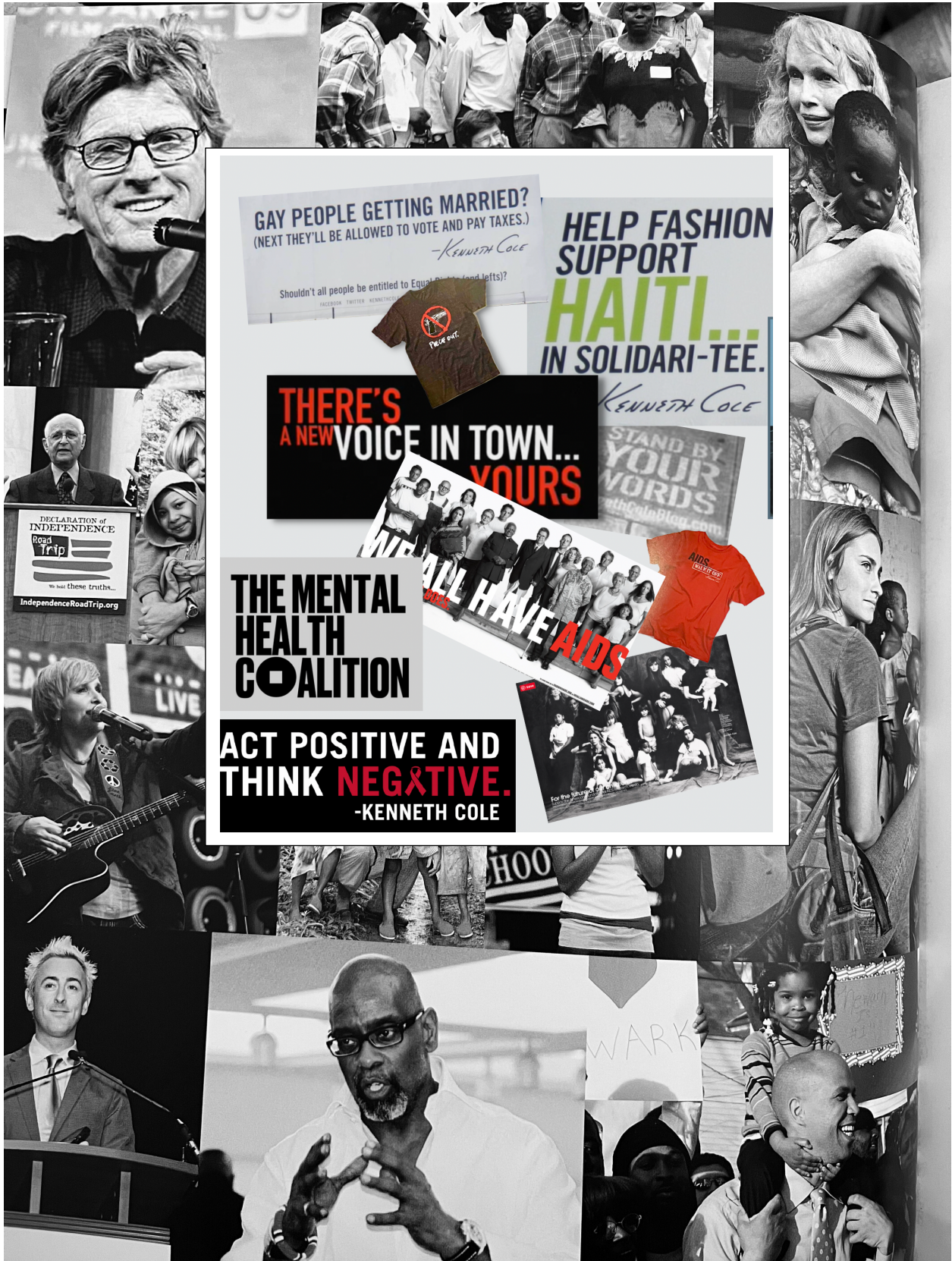
REGINA K. SCULLY

Regina K. Scully Founder and CEO of Artemis Rising Foundation, an organization dedicated to transforming our culture through media, arts, and education. Regina K. Scully has produced over 200+ documentary films focused on some of the most pressing social justice issues of our time. She is an Emmy, Academy and Peabody Award-winning producer. Her films include: **What Would Sophia Loren Do?** (2021), **Miss Representation** (2010), **The Invisible War** (2012), **Common Ground** (2023), **The Biggest Little Farm** (2019), **Won't You Be My Neighbor** (2018), **The Hunting Ground** (2015), **The Great Hack** (2019), **Anita: Speaking Truth To Power** (2013), **Newtown** (2016), **Maya Angelou: And Still I Rise** (2016), **The Great Divide** (2023), **Gaucho Gaucho** (2024) and **How To Build A Library** (2024). Ms. Scully is the Founding Sponsor of the Athena Film Festival (Barnard College, NYC), She is a 15+ year member of Impact Partners, a principal funder of Gamechanger Films, Founder and CEO of RPR Marketing Communications, Co-Founder of the Making Waves Academy Charter School in Richmond, CA and board member of the Women's Media Center, Harvard Women's Leadership Board, and The Academy of Motion Pictures and Sciences.

RYAN HARRINGTON

Four-time Emmy Award winner, and Peabody Award winner, Ryan's credits include: **ALOK** (2024), **The Quilters** (2024), **Fauci** (2021), **Rebuilding Paradise** (2020), **The Cave** (2019), **Meet the Patels** (2014) and **A Place at the Table** (2012). Ryan has advised The Jacob Burns Film Center, Kinema and Safe Space Pictures Foundation. Previously, Ryan was VP, Documentary Films at National Geographic/Disney+, VP, Artistic Programs at Tribeca Film Institute. Ryans is a member of the Academy of Motion Pictures Arts & Sciences Documentary Branch and on the board of Women Make Movies.





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