
WANTED

women'secret

ELSA PATAKY PROTAGONIST OF WOMEN'S SECRET'S NEW FILM NOIR

Once more, **Women'ssecret** relies on Elsa Pataky as their protagonist for their Autumn-Winter 2017 campaign, to introduce the Limited Edition collection.

The Spanish brand, leader in feminine lingerie and corsetry, captivates us again with an original and unique format: an elegant and entertaining film inspired by the classical film noir in American cinema. In this new campaign entitled 'Wanted', we will discover Elsa's most seductive, powerful and fascinating personality.

Under the direction of Paula Ortiz, the film shows the passion and acumen of the actress and her accomplices, in a captivating adventure that promises to convey the spectator to an attractive world where Elsa and her friends live life on their own terms.

Film Premiere on November 2nd

#WANTEDWS



ELSA PATAKY

Last year, Elsa Pataky protagonized the musical “We are sexy women” by Women’ssecret, the video clip “I’m so excited” in 2015 and the fashion film “Dark Seduction”, introduced in 2014. This year Elsa will lend her image again, for the brand’s new campaign. The actress becomes a femme fatale who, together with her seductive partners in crime, sends a fun message to all the women of the world.

Elsa discovered her passion for acting thanks to her maternal grandfather, an actor himself, and in his honor, Elsa adapted her mother’s surname to launch her career as an actress. For years, Elsa dedicated herself to the study of both dramatic arts and journalism.

Her first appearances on stage came with Ángel Gutiérrez’s the theatre company, and she subsequently made her TV debut in the youth series “Al salir de clase”. It was at this time that her professional career took the leap to the big screen.

In Spain, Elsa has acted in more than 17 films across various genres including comedy, drama and horror. In the United States, she has worked in the last four instalments of the franchise “Fast & Furious” alongside Vin Diesel and Dwayne Johnson. In France, she worked in the musical comedy “Iznogood”; and in Italy in the successful film “Manuale d’Amore” with Monica Belucci and Carlo Verdone.

Her role as the star of “Ninette”, directed by Oscar winner José Luís Garci, marked a decisive turn in her career, cementing her status as an actress. She later shot “Máncora” in Peru, a film directed by Ricardo de Montreuil and “Didi Hollywood” with screenplay and direction by Bigas Luna.

Elsa has just finished the filming of the independent belic film “Horse Soldiers”, soon to be released, in which she stars alongside her husband Chris Hemsworth.

Furthermore, the actress has just presented “Desafío Max”, the second part of “Intensidad Max”, a book detailing the latest fitness and nutrition tendencies, which she has co-authored together with Fernando Sartorius.



PAULA ORTIZ

After having directed the musical “We are sexy women” in 2016, the video clip “I’m so excited” in 2015 and the fashion film “Dark Seduction” in 2014, Paula Ortiz is once again collaborating with Women’ssecret as Director, on this occasion, of the brand’s first film noir.

Through this particular genre, Paula highlights the sexy side **Women’ssecret**, by creating a mysterious and feminine atmosphere to narrate a story that will seduce the spectator.

Paula Ortiz, Director and Scriptwriter, is a professor at the University of Barcelona (UB), has a PhD in History of Art and a degree in Spanish Studies from the University of Zaragoza. She did her Cinema and Television screenwriting masters in the Autonomous University of Barcelona and trained in filmmaking at New York University’s prestigious Tisch School of Arts. Her training is complemented by scriptwriting studies in UCLA, California’s leading school for cinematography, as well as her participation in the Screenwriters Expo in Los Angeles, the leading meeting point and forum for American scriptwriters.

In 2012, she earned a nomination at the Goya Awards for Best New Director for “De tu ventana a la mía”, which was also nominated in the Best Supporting Actress and Best Original Song categories.

Her second film “La novia” (2015) was considered the film of the year in Spain with both critical and commercial success, 12 nominations at the Goya Awards 2016, 6 Feroz de la Crítica awards in 2016 and various other awards in national and international festivals. In the summer of 2016, “La novia” (“The Bride”) was released in the U.S. and in several countries in Latin America and Europe, to great box office success and critical acclaim.

She is currently working on a project on the French folk tale “Bluebeard” and collaborates on several scripts with Juan Mayorga.

LIMITED EDITION

Sophistication and duality are the defining features of the new **Women'secret Limited Edition** collection.

Lingerie and corsets are dressed in lace, composing a delicate combination of opaque fabrics and transparencies that provide that sexy touch to any look.

Bustiers, sweetheart necklines, swan necks and careful details give most of the protagonism to the tops.

Lingerie-inspired dresses also play a major role, being the transparencies in sleeves, neckline and back their main attraction.

The corsetry pieces adopt fabrics of great richness and elegance, following the current trends and enhancing the silhouette of the woman: bras that go down to the waist are combined with high panties and pronounced necklines. These premium garments are lined and reinforced to be worn "in & out".

Limited Edition discovers a delicate and elegant collection, which will enhance every woman's sensuality and will make her feel beautiful, comfortable and sexy.



WOMEN'S SECRET

Women'ssecret is part of Grupo Cortefiel, a leading brand in the global fashion sector.

As a specialist female brand, **Women'ssecret** is the leading underwear, sleepwear and swimwear brand of 25-45 year old women who want to feel beautiful, comfortable and sensual all day, every day. It was created in 1993 with the ambition of becoming the leader and gold standard in the corsetry and lingerie sector. In 2001 it began its international expansion and today is present in over 70 countries with more than 700 points of sale. During the current financial year, **Women'ssecret** plans to open around 80 new points of sale around the world.

FOR MORE INFORMATION:

Women'ssecret

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