

ANORAK

KIM GEHRIG



Kim Gehrig is an Australian born director. Her background includes studying at Central St Martins and working at Mother.

Kim's work is consistently playful, positive, honest and empowering.

Working across film, music videos and commercials, in 2017, "This Girl Can" for Sport England established Kim as a director with the power to shape culture. A year later, she rewrote the book with "Like Sugar" by Chaka Khan, an instant dance classic that picked up top honours at the UKMVAs. She continued to diversify in 2019 with "Dream Crazier" for Nike and her irreverent commercial "Viva La Vulva". This campaign went on to win 13 Lions at Cannes, including a prestigious Glass Lion award for Change and the rare D&AD Black Pencil for Direction. Kim was also the recipient of the first ever Glass Lion, as well as numerous Creative Circle awards, British Arrows and UKMVAs.

Her list of clients include such brands as Apple, Libresse, Airbnb or the New York Times.

Kim is based in Los Angeles.

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