

EVENTS/CAUSES

Valentino raises funds through fashion

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The Cash & Rocket tour covers vintage and luxury vehicles in red

By STAFF REPORTS

Italian fashion house Valentino is using its design skills to raise money for the upcoming Cash & Rocket tour.

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From May 15-19, a caravan of 35 red cars driven by 70 of the most successful women will take a tour from London to Cannes, France, to generate funds and awareness for charities that support women and children in Africa. A partner since Cash & Rocket's inaugural tour in 2012, Valentino has created a capsule collection exclusively for Stylebop, from which 20 percent of the proceeds will be donated to the cause.

Cruising for a cause

Aston Martin, Porsche and Maserati are also partners, supplying the cars for the tour.

The teams are made up of journalists, fashion designers, models, entrepreneurs and personalities. Valentino creative director Maria Grazia Chiuri is once again participating.



Car used during Cash & Rocket

The drivers will take a route from London to Paris, Lyon and Milan before arriving at Cannes in time for its annual film festival.

Last year, Valentino sold pieces from its Rouge Signature Absolut collection exclusively on Net-A-Porter to raise funds ([see story](#)).

This year for Stylebop, Valentino created a number of ready-to-wear, accessories and small leather goods that evoke tailored utility, with hints of army in silhouettes or camouflage prints. Certain pieces bear a studded heart, the symbol of the tour.

The collection, which will benefit Shine On Sierra Leone, OA Africa and Sumbandila, will be available online from May 15.



Cash & Rocket's founder Julie Brandstrup & Stylebop fashion director, Leila Yavari

Other apparel brands have used their design skills to help a cause.

French fashion house Kenzo is partnering with Britain-based conservation group Blue Marine Foundation to help protect the oceans through fashion.

Kenzo launched a Blue takeover of both its London flagship store and its Web site, as well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon. As consumers are more and more interested in ecological causes, seeing a fashion brand take initiative on an issue will have a positive impact ([see story](#)).

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