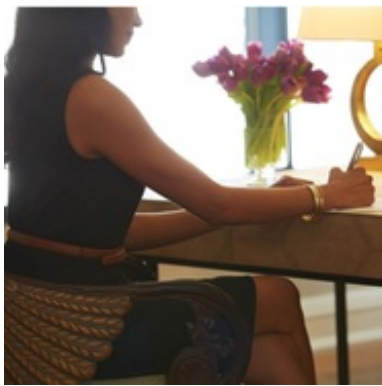


EVENTS/CAUSES

Four Seasons Boston teams with local charity to empower women

May 18, 2015



Four Seasons Dress for Success promotional image

By JOE MCCARTHY

Four Seasons Hotel Boston is lending its support to the charity Dress for Success in an effort to boost the dignity of disadvantaged women in Boston.

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Luxury Daily

Guests and employees are encouraged to donate business-appropriate clothing and accessories for women going on job interviews. Partnering with charities that have immediate, tangible results like this can help brands enter into a collaborative relationship with consumers that can generate a sense of rapport and lasting loyalty.

"Four Seasons Hotel Boston is partnering with Dress For Success Boston to help shine a light on their important work, both here in Boston and beyond, to empower women to achieve confidence and success," said Bill Taylor, regional vice president and general manager of [Four Seasons Hotel Boston](#), Boston.

"At Four Seasons, we know wholeheartedly that our people are our most valuable asset," he said.

"Accordingly, the work of Dress For Success to empower individuals to find employment and independence is a very worthy cause. It's easy for many people to take having basic

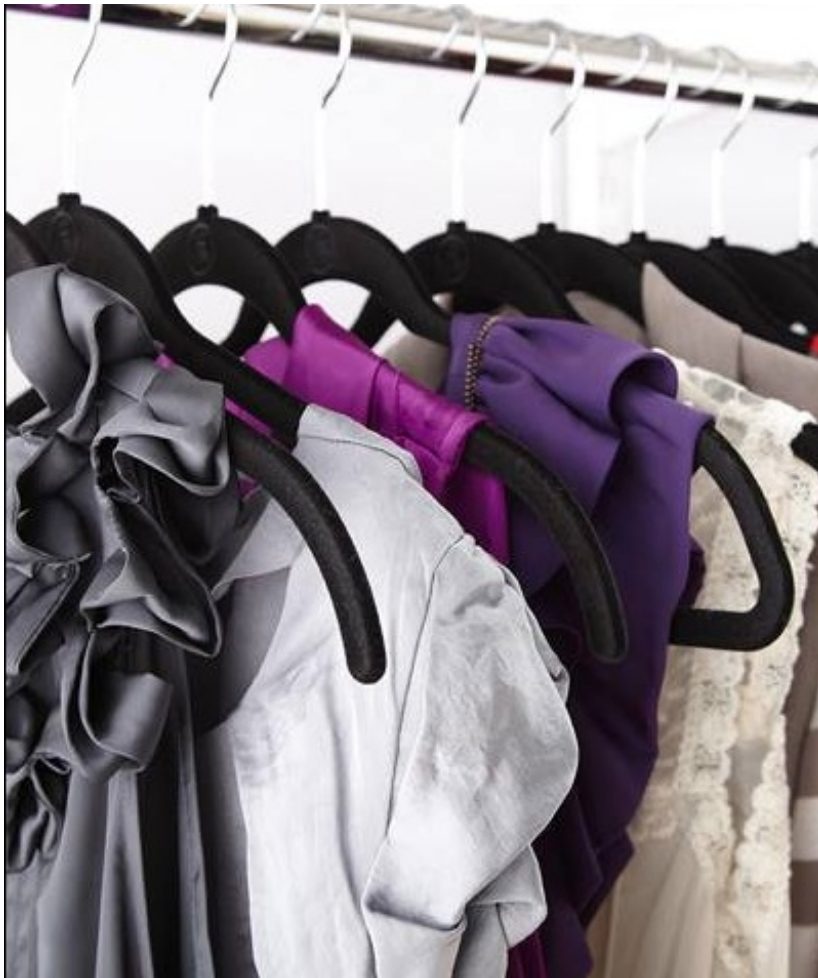
needs for granted, but for many, having access to something so fundamental as appropriate attire for job interviews can be a make or break situation."

New attitude

Dress for Success is present in 75 cities worldwide and promotes economic independence for women in tough times.

Primarily, the organization collects professional garments and accessories. The clothes ideally boost the women's self-esteem and also positively influence prospective employers.

Dress for Success also provides career development tools and an ever-growing support network of success stories and people offering help.



Dress for Success promotional image

Dress for Success Boston has helped more than 9,000 local women since opening in 2001. The organization is closing in on its 10,000th client and this goal animates the Four Seasons partnership.

Over the weekend, the property hosted an ice-cream pop-up shop with proceeds benefitting Dress for Success.

The hotel also set up a donation area inside its lobby where guests or anyone interested could donate business appropriate jewelry, scarves and purses or handbags.

Donations are also accepted and the combined effort aims to raise \$10,000 in addition to numerous outfits.



Dress for Success' Empow(her) Weekend

The event is also part of Dress for Success' larger, first annual "Empow(her) Weekend," which brings together numerous local business partners and encourages members to evangelize for the cause. The organization will host numerous "Power Parties" with the intent of gathering resources.

Bigger goals

Four Seasons encourages its properties to engage with local charities.

For instance, Four Seasons Hotel Vancouver advocated for cleaner oceans and sustainable fish cultivation through the Chefs for Oceans initiative.

The initiative was led by the property's executive chef Ned Bell and aimed to leverage the influence of top Canadian chefs to incite change across the country. Oceans are under significant pressure in many ways and will likely be irrevocably altered if they continue to be exploited at their current rates ([see story](#)).

Also, the Four Seasons, Washington hosted an annual 5K run/walk along the Potomac River to raise money for cancer research. Keeping a tradition of charity work can help a hotel brand to connect to the local community ([see story](#)).

"We have invited employees, hotel guests and the public to help support this worthy cause by donating new and gently-used women's clothing accessories, which help put the finishing touches on the outfits Dress For Success provides its clients for job interviews," Mr. Taylor said.

"Our employees have already begun donating many items, and we hope that the public, and our guests, will follow suit," he said.

Final Take

Joe McCarthy, staff reporter on Luxury Daily, New York

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