

EVENTS/CAUSES

Kering partners with US organizations to end campus sexual violence

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Campaign image for Gucci pre-fall 2015

By STAFF REPORTS

French conglomerate Kering's corporate foundation is making a commitment to end sexual violence on college campuses in the United States with the launch of two partnerships.

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At an award ceremony in New York June 22, Kering awarded We End Violence with a \$34,000 grant, and also announced its support of Generation Progress' "It's On Us" campaign. Championing women's rights is a large focus of Kering's corporate outreach in other parts of the world, and bringing the same approach to the U.S. will enable the group to make an impact to more individuals.

Collaborating for a cause

We End Violence was awarded Kering Foundation's 2015 Social Entrepreneur Award in the Americas at the event for its work to raise awareness and alter the behaviors that can lead to sexual assault. The organization strives to make a safe environment for those who experience violence to come forward with their stories and also works to get more men involved in the cause.

This organization will be given Kering's support for two years, including mentorship from a senior manager from the group who will assist them in marketing and communications.



Photo by Rebecca Greenfield; from left: Kering's Laurent Claquin, We End Violence's Carol Mosely, Kering's Marie-Claire Daveu, We End Violence's Jeffrey Bucholtz and Generation Progress' Kristin Avery

Also being celebrated at the event was Generation Progress and its It's On Us initiative, which aims to change the dialogue around sexual assault on college campuses. It also works with student organizers to change policies at universities.

For its partnership with Generation Progress, Kering will back initiatives to alter culture around sexual assault and will support the filming and distribution of PSAs.

“The Kering Foundation chooses a specific cause to tackle in each area where it works,” said Laurent Claquin, head of Kering Americas and board member of the Kering Foundation. “In the U.S., one in five college women experiences sexual assault.

“College campuses are among the most dangerous places for women and it’s also the most important place to initiate behavior change.”

French luxury conglomerate Kering’s corporate foundation is extending the impact of its female-focused efforts with a new charter between the company’s United Kingdom brands and non-governmental agency Women’s Aid.

Through the “Charter to combat and prevent domestic violence,” the 1,260 Kering employees based in the U.K. will receive training from Women’s Aid for two years and internal policies will be established. This allows the Kering Foundation to get the company’s employees actively involved in its cause, creating ambassadors who will help to spread awareness for the issue ([see story](#)).