

INTERNET

Luxury brands come out in support of same-sex marriage ruling

June 26, 2015



Instagram image from Marc Jacobs

By STAFF REPORTS

Following a United States Supreme Court decision making same-sex marriage legal across the nation, luxury brands took to social media to show their support of the ruling.

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Nordstrom, Barneys and Diane von Furstenberg tweeted their feelings of happiness at the decision, using the hashtag #LoveWins. Having a voice within the larger discussion can help brands connect with consumers on a personal level.

Communal celebration

On June 26, a five-four vote from the Supreme Court made it illegal to ban same-sex marriage across the U.S., hence giving gay couples the same rights as heterosexual spouses.

Diane von Furstenberg's Twitter shared an image of a woman doing a handstand in front of a rainbow colored brick wall with the text "Love is Life! #MarriageEquality #LoveWins."

DVF @DVF · 22m
Love is Life ! #MarriageEquality #LoveWins 🏳️



Tweet from DVF

Nordstrom sent a simple message that “Today is a good day.” This tweet included a rainbow heart emoji.

Barneys New York shared a black-and-white image of two entwined wedding ring bedecked hands with the words “Equality for all.” This photo, the retailer explains, is from an upcoming article for its content site The Window.

Barneys New York @BarneysNY · 1h
Equality for all. #lovewins 🏳️ Photo from our upcoming story on The Window, photographed by @bekandersen



Tweet from Barneys

On his personal Instagram, designer Marc Jacobs lifted up a branded foam finger along with a rainbow flag. Letting the image speak for itself, he just tagged it #LoveWins.

Waldorf Astoria shared a photo collage of several same-sex couples posted originally by parent company Hilton.

Current events often spur brands to share their personal beliefs and feelings on a situation, broadcasting them via social media.

In the wake of the terrorist attack on satirical magazine Charlie Hebdo in Paris, a number of French brands responded with messages remembering the victims and the ideals they stood for.

Using social media, brands including Jean Paul Gaultier and Karl Lagerfeld took a stand for freedom of speech and expression. Grieving with consumers further connected these brands to their local customers, and consumers around the world ([see story](#)).

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