

EVENTS/CAUSES

Kering Foundation, Stella McCartney urge social following to #BeHerVoice

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Stella McCartney for White Ribbon for Women

By STAFF REPORTS

The Kering Foundation is continuing its efforts to combat violence against women for the fourth consecutive year.

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Kering Foundation's annual White Ribbon for Women campaign, in collaboration with British designer Stella McCartney, began Nov. 7 and will continue until Nov. 28, the International Day for the Elimination of Violence Against Women. Philanthropic CSR shows a brand's humanity, but maintaining a cause year-after-year is likely to leave more of an impression on consumers as it reads as more authentic.

Ribbon for a cause

The White Ribbon campaign is an initiative by the Kering Foundation, which consistently works to end violence toward women. By investing in a cause year-round, Kering is able to make more of a difference, and prove its commitment to the cause ([see story](#)).

The White Ribbon for Women campaign is primarily a social effort through the use of the hashtag #BeHerVoice. The hashtag is used as a way to drive awareness for Kering Foundation's cause.

Additionally, Ms. McCartney has designed a limited-edition brooch to promote the White Ribbon for Women's cause. The brooch has been distributed in more than 41 countries and to more than 800 Kering-owned brand boutiques, including Gucci, Alexander McQueen, Balenciaga and Ms. McCartney's namesake line.

With nearly 125,000 brooches produced, Kering Foundation's message will be far reaching through its physical utterance and the awareness created via social media.

White Ribbon for Women #BeHerVoice campaign – CEO Francois-Henri Pinault

Last year, which saw Kering Foundation partner with media conglomerate Cond Nast for a Twibbon component ([see story](#)), the campaign garnered the support from celebrities such as Sarah Jessica Parker, Alexa Chung, Bradley Cooper and Cameron Diaz alongside everyday individuals via Instagram and Twitter.

For the 2015 edition of the campaign, Ms. McCartney will use her brand's social feeds to reveal this year's celebrity participants.

Kering Group has shown its passion for quality and women's issues.

In September, Kering's corporate foundation looked to alter the conversation around sexual assault on college campuses in the United States with the release of a PSA in partnership with Generation Progress' It's On Us campaign.

Part of its two-year partnership with the initiative, the PSA, entitled "One Thing," features famous faces such as Zoe Saldana, Jessica Szohr and Josh Hutcherson talking about consent. Kering continually supports issues affecting women globally, feeling strongly about making an impact towards the gender that makes up most of its workforce and its consumer base ([see story](#)).

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