

EVENTS/CAUSES

Guerlain contributes to Movember via barbering prowess

November 11, 2015



Promotional image for Guerlain Movember effort

By STAFF REPORTS

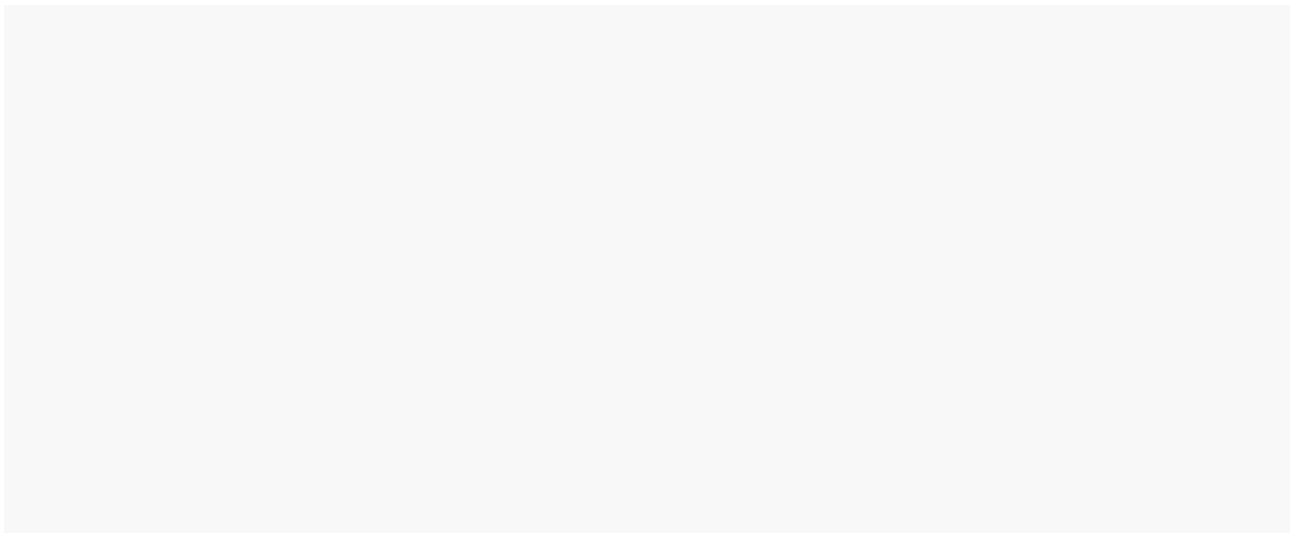
Beauty marketer Guerlain is raising awareness for men's healthcare through a Movember charity campaign in its barbershops.

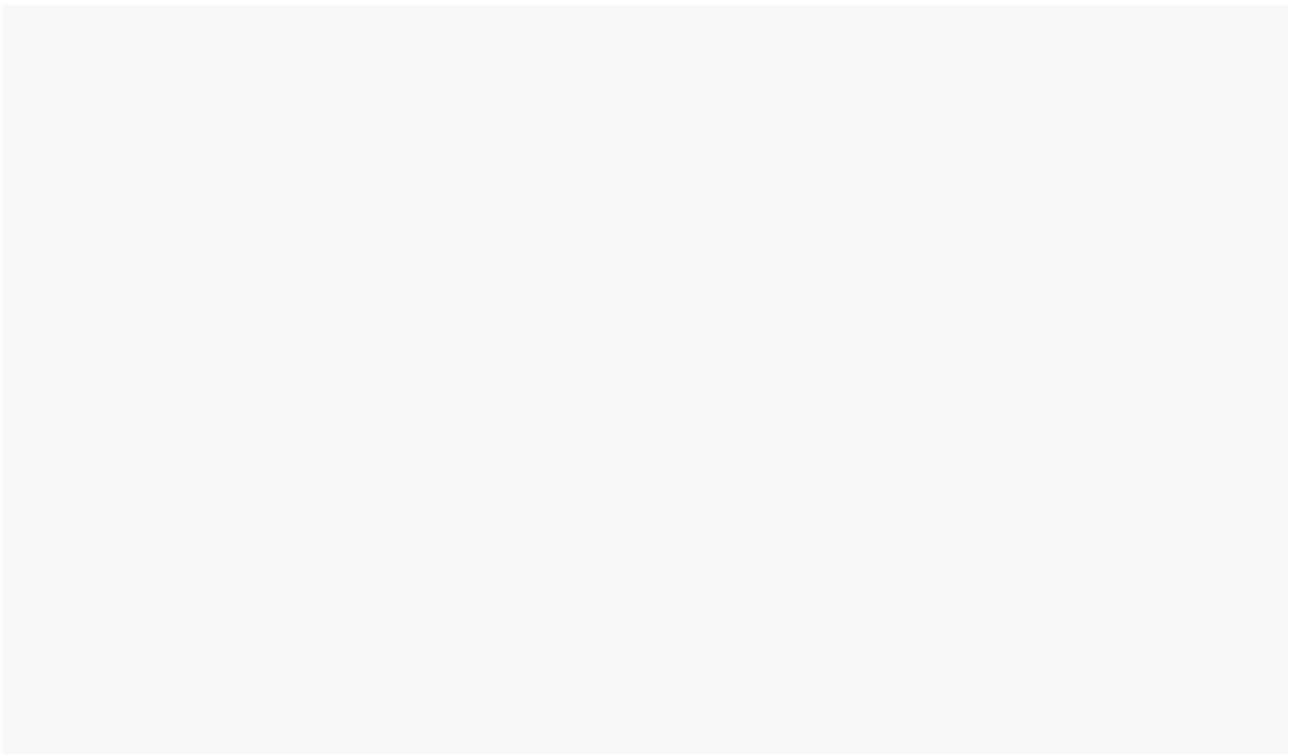
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As men participate in the campaign by growing mustaches, Guerlain is letting them give back while they shave the rest of their facial hair off. With Movember a widespread cause, relying on its grooming expertise can help Guerlain have a differentiated voice within the initiative.

Shaving for a cause

Guerlain will host the "Barber of Paris" workshops in its flagship at 68 Champs Elysees and at the boutique on Boulevard Haussmann on Nov. 14. Also, on Nov. 21, Guerlain Boutiques de Svres will donate 100 percent of proceeds from the barber services from online and in-store sales of the limited-edition book "L'Homme Idal" to the cause.





A video posted by Guerlain (@guerlain) on Nov 2, 2015 at 8:42am PST

To spur participation, Guerlain filmed a short social video, which shows a group of its employees marching to the barber to shave off their beards, leaving only their mustaches as a sign of solidarity.

Guerlain has created a fundraising team on the French Movember site, allowing consumers to join its efforts through donations.

Movember 2015 - La Moustache de Messieurs

Other beauty brands have taken up the Movember cause, using their expertise to help men transition to their new look.

Last year, British fragrance maker Penhaligon's continued its support of men's health awareness through its participation in Movember.

The Movember charity effort asks men to remain unshaven for the month of November to build awareness and spark conversations about cancers that affect the male population. For the past five years, Penhaligon's has acted as an official sponsor of the charity and has supported the cause through different charitable initiatives, such as a pop-up barber shop in London's Covent Garden ([see story](#)).

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