

EVENTS/CAUSES

## Brands show solidarity, outpouring of support following Paris attacks

November 16, 2015



*LVMH shows support in the aftermath of the Paris terrorist attacks*

By STAFF REPORTS

In response to the terrorist attacks in Paris on the night of Nov. 13, luxury brands took to social media to show unity in the face of tragedy.

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As the backbone of the French economy and a signifier of the country's heritage, brands based in France took a common approach to social outreach in the aftermath of the attacks. By taking a similar stance, the brands showed solidarity with fellow countrymen as France mourns the loss of so many lives.

### Prayers for Paris

On Nov. 13, terrorists coordinated five attacks in Paris. The assault on three cafes, the Bataclan concert hall and the Stade de France stadium resulted in the deaths of 129 persons and wounded 350 others, many of whom are listed as critical as of press time. The events are the worst acts of violence on French soil since World War II.

Brands of French descent such as Berluti, Lancome and luxury conglomerates LVMH and Kering changed their cover photos on Facebook to solid black. Others such as Longchamp, the aforementioned brands and others changed their profile images to show only their logo with a black band in the upper left hand corner, symbolizing mourning.

While these efforts have shown unity, other brands have shared more personalized messages of support. Louis Vuitton for instance, posted the word "love" with the letters "L" and "V" in its own font, the "O" as the Eiffel Tower as the center of a peace sign, a motif that has gone viral, and the "E" as a solid red heart.

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Posted by [Louis Vuitton](#) on [Monday, November 16, 2015](#)

Similarly, Hermes shared artwork of a red, white and blue heart with the words "Liberty, Equality, Fraternity. Always" written in French.

Brands based elsewhere have gathered on social media to express their sympathies.

Karl Lagerfeld, who serves as Chanel's creative director, changed his profile picture to his caricature filled in as

French flag. Consumers around the world followed suit using Facebook's profile filter that placed the colors of the French flag onto users' photos.



*Karl Lagerfeld shows his solidarity with France*

Others sent messages, with Ralph Lauren writing, "Ralph Lauren sends its deepest thoughts and prayers to Paris, always the City of Light." Designer Stella McCartney wrote a similar note saying, "So tragic...my heart goes out to everyone in Paris right now" along with an image reading "Pray for Paris," with the "A" in "Paris" as an Eiffel Tower.

Just 10 months earlier a similar social media response was had in the wake of the terrorist attack on satirical magazine Charlie Hebdo in Paris on Jan. 7.

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

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