

EVENTS/CAUSES

## Marc Jacobs goes to the dogs for holiday charity initiative

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*Instagram post from Neville Jacobs*

By STAFF REPORTS

U.S. apparel label Marc Jacobs is using fashion to make a difference this holiday season through a partnership with The Sato Project.

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The brand created a specially designed t-shirt to benefit the organization, which works to rescue abused and abandoned dogs from Puerto Rico. To promote the charity campaign, Marc Jacobs has turned to its namesake designer's pet bull terrier Neville, himself a celebrity.

### New life

In a video shared to Marc Jacobs' social channels, Neville Jacobs takes a ride to the airport to greet a group of dogs arriving from Puerto Rico. As the dogs emerge from their carriers, Neville walks up to them, welcoming them to the United States with a sniff.

The dogs are then shown meeting their new owners for the first time, as text appears telling the viewer that these will be the pooches' first safe homes.

### *Marc Jacobs x Sato Project*

Neville has also "posted" to his 178,000 Instagram followers about the cause, spotlighting little Eric, who needs a home. The seven-month-old pup has already survived a hurricane and a gunshot to the neck in his short life.

Marc Jacobs' shirt for the Sato Project retails for \$65, with 100 percent of the proceeds benefiting the cause.

The brand is also getting the word out about the cause through a window display at its Bleecker Street store. A dog house sits in the pane, surrounded by a tiny lawn and picket fence. Text in the window tells of the brand's support of the cause.

Sato has expressed its appreciation for the designer on social media, writing a letter on Instagram to Mr. Jacobs.

During the holiday season, many consumers are looking to buy gifts with a purpose, particularly one close to their hearts.

For instance, British menswear label Turnbull and Asser is using its bespoke capabilities to immortalize man's best friend. In time for the holiday season, the house will create a pocket square to order with the image of the owner's

dog placed onto the fabric.

Making the service additionally appealing to dog lovers, Turnbull & Asser will donate 10 percent of the proceeds from the pocket squares to the charity Dog's Trust. This canine welfare organization runs rehoming centers to prevent unnecessary euthanization, as well as providing education outreach and preventive veterinary care to dogs who might not otherwise receive medical attention, such as the pets of homeless ([see story](#)).

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