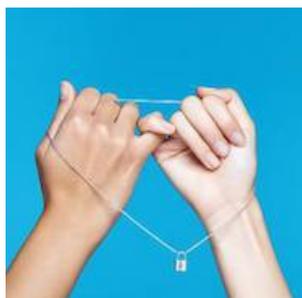


EVENTS/CAUSES

Louis Vuitton petitions pinky swears from cause-minded consumers

January 12, 2016



Louis Vuitton for UNICEF

By STAFF REPORTS

French fashion house Louis Vuitton is making a commitment to children in need around the globe through a partnership with UNICEF.

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The brand will use its assets to help the organization raise awareness and funds throughout a three-year collaboration, and it is asking consumers to join in the cause through a symbolic fashion jewelry line and a social campaign. Rather than just cutting UNICEF a check, Louis Vuitton has instead chosen to get on the ground, turning its sales associates and consumers into promoters of the cause.

Making a difference

For its UNICEF campaign, Louis Vuitton has created a silver bracelet and a necklace, both of which have a special "Lockit" pendant, which resembles a padlock. For each purchase of a necklace or pendant, priced at \$500, \$200 will be donated in the buyer's name to UNICEF.

These will be available online and in-store from Jan. 13.

In a video, Louis Vuitton tells consumers to "seal your promise with a silver lockit." The brand also tells consumers they can make a direct donation.



Video still

In addition to the monetary support of its audience, Louis Vuitton is soliciting social media buzz, making them

ambassadors for the effort.

To participate, consumers are told to get together with a partner, lock their pinkies and take a photo with their palms facing the camera. Then they can share it on Facebook, Twitter or Instagram with the hashtag #MakeAPromise, and they are encouraged to tag their friends to get others to join in.

According to [WWD](#), Louis Vuitton is the presenting sponsor of the sixth UNICEF Ball in Los Angeles. The biennial event being held on Jan. 12 will act as a kick off to the brand's charity campaign.

At the ball, the brand will have celebrities wear the Lockit pieces, linking pinkies for photographer Patrick Demarchelier to introduce the effort.

"UNICEF is a strong and reliable leader in humanitarian action," said Michael Burke, chairman and CEO of Louis Vuitton, in a brand statement. "Together, we can make a real difference to children in the most vulnerable situations."

This three-year partnership is expected to generate about 2 million euros each year, or about \$2.2 million.

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