

EVENTS/CAUSES

Luisa Via Roma works to protect collective femininity via one-off artworks

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Luisa Via Roma's Fill your bottle with... editorial

By STAFF REPORTS

Italian retailer Luisa Via Roma is sending messages of support via bottle to raise international awareness for women subjected to violence in Mexico.

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Together with nonprofit organization Fundacin Origen, Luisa Via Roma has commissioned 15 internationally renowned designers and artists to customize bottles of Maestro Dobel Diamante tequila. While the charity is not Italian or European based, women throughout the world are victims of violence, and showing solidarity with an international cause is likely to resonate with consumers and philanthropists regardless of their country of origin.

Message in a bottle

Promoted via Twitter, Luisa Via Roma's aim for the "Fill your bottle with" initiative is to support the wellbeing of the global community through the creative industries.

Luisa Via Roma explains, "Around the world, women and children experience the devastating effects of war, immigration, neglect and worse. When one woman suffers, the collective femininity is damaged, robbing all women of their innate human dignity." To lend its support and raise its voice against injustices, Luisa Via Roma joined forces with Fundacin Origen and tequila-maker Maestro Dobel Diamante.

The resulting bottles created by artists and fashion designers will be auctioned by Sotheby's during a gala event at the Museo Soumaya in Mexico City.

What would you [#FillYourBottleWith](#)? About the charity project <https://t.co/0p17hpUCKN>
[#LuisaCares](#) pic.twitter.com/3o9yN1qued

LUISAVIAROMA.COM (@LuisaViaRoma) **February 18, 2016**

Participants from the art world include Hector Esrawe, Hector Zamora, Loris Cecchini, Maurizio Donzelli, Paolo Grassino, Michelangelo Pistoletto, Prince Lauder, Richard Dupont and Pascale Marthine Tayou. Those from the fashion sector include Aquazzura, Blumarine, Daniela Villegas, Etro, Salvatore Ferragamo and Missoni.

Furthering the reach of the campaign, Luisa Via Roma has also created an editorial effort supporting the charitable

initiative. In its editorial, the retailer paired the bottles designed by the fashion labels with the brand's most recent collections, creating additional awareness.



Fill your bottle with... by Etro

Luisa Via Roma as part of its #LuisaCares objective, often partners with nonprofits on an auction tie-in with pieces commissioned by artists and fashion designers.

Over the summer, Luisa Via Roma teamed up with toymaker Hasbro to give iconic 1980s toy My Little Pony a high-fashion makeover.

For the Make Kids Happy auction, coinciding with the retailer's biannual Firenze4ever fashion event, My Little Pony figures decorated by labels including Fendi and Emilio Pucci were sold on eBay to raise money for Save the Children ([see story](#)).

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