

INTERNET

## Barneys prompts social activism for International Women's Day

March 8, 2016



*Looks from The Row and Proenza Schouler for Made in New York*

By STAFF REPORTS

Department store chain Barneys New York is spreading the message that gender equality is a concern for everyone through a social initiative.

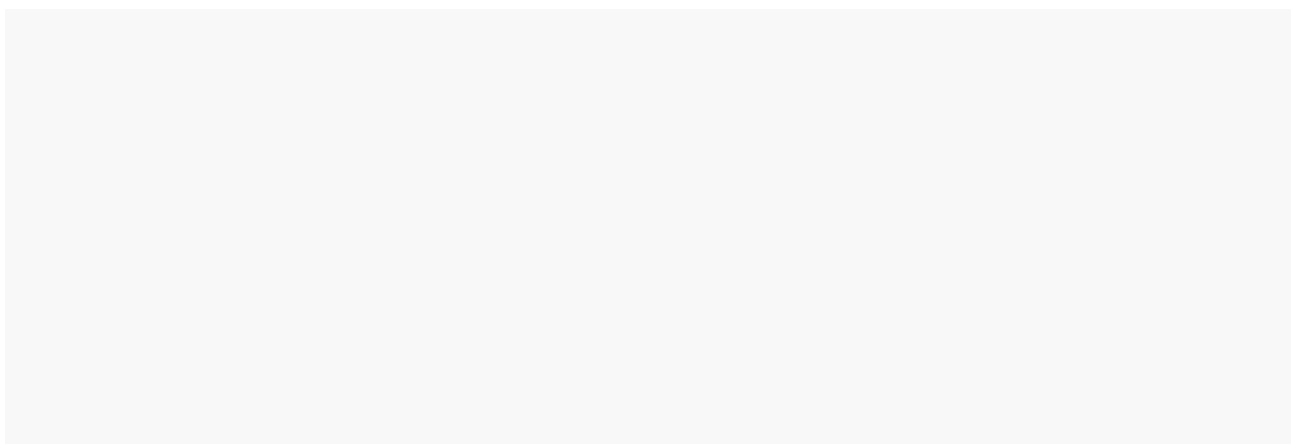
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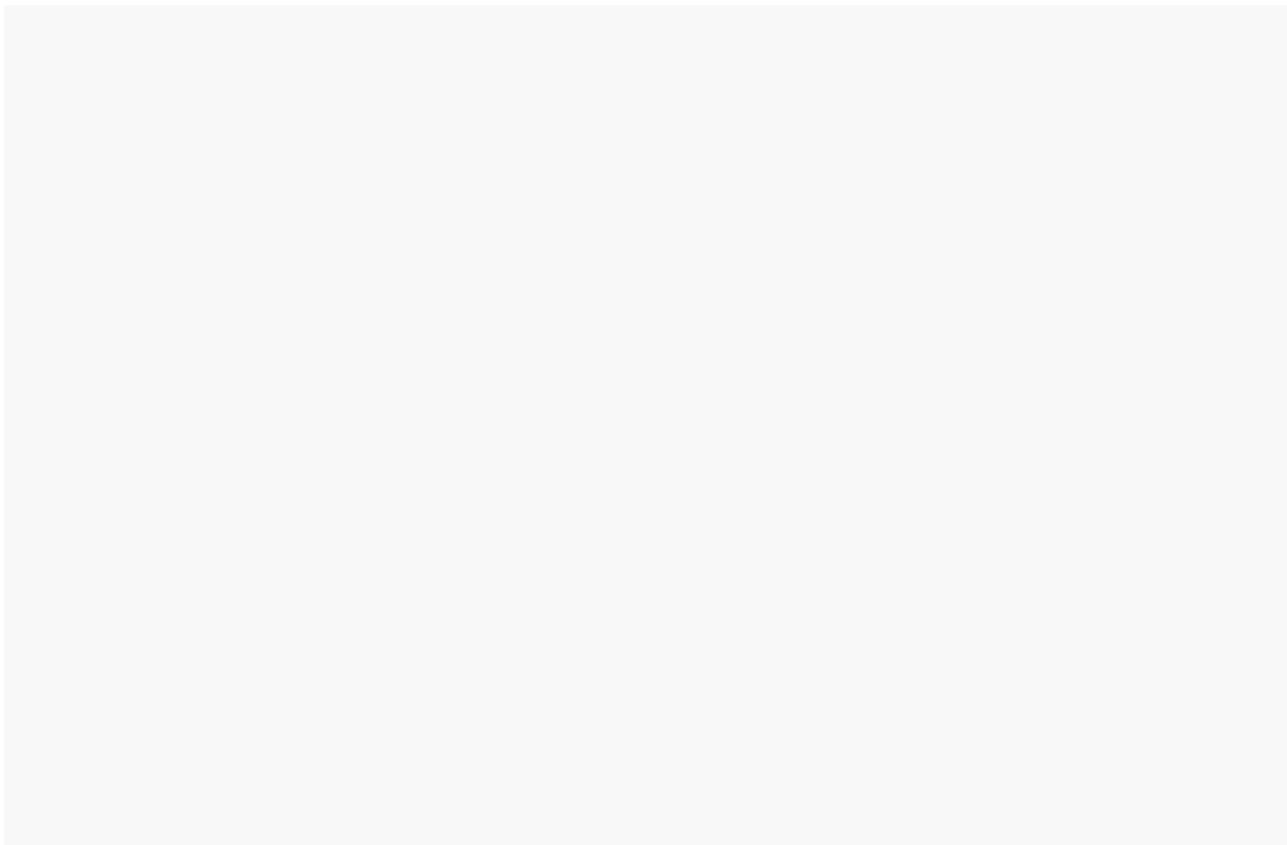
The retailer joined the #WeForWe movement, asking its followers to do the same to raise awareness among their social networks. Tied to International Women's Day March 8, Barneys' campaign is an attempt to drive change through broad participation.

Everyone for equality

Barneys introduced its #WeForWe effort on March 7, giving posts time to accumulate prior to International Women's Day. Evidence of the position that gender equality is for everyone, the retailer posted it to its main Instagram and its male-specific account.

To participate, followers are told to take a photo of themselves and share it on social media, including the hashtag #WeForWe and the handles @BarneysNY and @thegirlslounge. Once posted, they are encouraged to tag their friends and nominate them, in the hopes of creating a chain of messages.





Join us in celebrating International Women's Day 2016 tomorrow, Tuesday, 3/8 with @thegirlslounge by participating in #WEFORWE. #WEFORWE is the idea that gender equality is not only a female issue, but a social and economic issue that involves everyone. To create change we must do it together, all of us. Join the movement now: 1.Snap a photo of yourself with the hashtag #WEFORWE 2.Share the photo on social media tagging @BarneysNY, @thegirlslounge, and using the hashtag #WEFORWE 3.Tag your friends, nominate them to do the same and join the movement! Raise awareness. Get involved. #WEFORWE #IWD XO, Barneys New York

A photo posted by Barneys New York (@barneysny) on Mar 7, 2016 at 10:20am PST

The Girls' Lounge sets up destinations at conferences for women to connect with each other, fostering the potential for collaboration and inspiration.

Barneys previously worked with The Girls' Lounge for International Day of the Girl, calling on consumers to advocate for equality.

In partnership with The Girls' Lounge, the retailer celebrated the United Nations-declared holiday with a social media campaign designed to call attention to workplace and other inequalities that hinder women's success. The initiative therefore continues Barneys' tradition of being a leader among brands in social equality movements and creates a desirable and attractive image to prospective consumers ([see story](#)).

International Women's Day is frequently celebrated by luxury brands, as they gift women with pampering services or seek to shift the conversation around women's rights ([see story](#)).

This year, French luxury conglomerate Kering Group is commemorating International Women's Day through its "We Are Women" campaign and by lending support to the United Nations.

The campaign support is part of Kering's three-year partnership with the UN Women French National Committee, in which the conglomerate provides financial support and actively participates in the organization of its global efforts. Throughout the year Kering vocally promotes women's issues with the help of its stable of brands, and it is this ongoing dedication to these causes that reads as authentic among consumers ([see story](#)).

