

EVENTS/CAUSES

## Luxury brands mark International Women's Day to show solidarity

March 8, 2016



*Behind-the-scenes with Karen Mok*

By STAFF REPORTS

International Women's Day has inspired a number of luxury houses to celebrate the achievements of women and call for gender equality.

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Whether hosting an event, reaching out through social media or prompting women to reward themselves through special offers, brands ensured the day commemorating the female spirit did not go unnoticed. Often brands will connect with consumers over shared events, taking the opportunity to make an impression that goes beyond products.

### Female festivities

LVMH decided to host a series of internal events to mark International Women's Day. More than 1,000 employees across the group's offices in Paris, Cognac, New York, Shanghai, Hong Kong, London and Madrid will take part in activities surrounding the theme "Dare."

Beauty brand Guerlain shared how its Orchide Impriale is a "story written by women." Minguo Li Margraf, the director of the Tianzi Nature Reserve, explains how she grows and replants orchids in their natural ecosystem, creating a virtuous cycle with help from the brand. Meanwhile, the products' users provide insights into beauty and confidence.

### *Orchide Impriale - Testimonials - Guerlain*

Brioni took the opportunity to note that, balking the norms of the traditionally male-dominated tailoring field, it educates an equal number of young men and women at its Scuola di Alta Sartoria. On Instagram, the brand shared a photo of one of these female future tailors.

De Beers urged consumers to create user-generated content via its Facebook app for its Moments in Light initiative, a campaign tied to charity Women for Women International. Through the app, participants can nominate up to four women who have inspired them, giving them their due through a portrait ([see story](#)).

Also seeking social media response, department store chain Barneys New York is spreading the message that gender equality is a concern for everyone through a social initiative. The retailer joined the #WeForWe movement, asking its followers to do the same to raise awareness among their social networks ([see story](#)).

Others looked to pamper women while helping them give back.

Versace is offering a 10 percent discount, with an added incentive to shop. The label will donate 10 percent to the charity of the consumer's choice, whether Equality Now or Women's World Banking.

On the occasion, Diane von Furstenberg opened up voting for the seventh edition of its DVF Awards. In an email campaign, the brand invited consumers to get acquainted with the nominees, vote and shop for a cause March 11-13, during which shoppers using a promotional code will get a discount and the brand will donate 15 percent of proceeds to the nominated organizations.

The annual awards hosted by Diane von Furstenberg and the Diller-von Furstenberg Family Foundation are given out to celebrate women who are transforming the lives of others.

French luxury conglomerate Kering Group is commemorating International Women's Day on March 8 through its "We Are Women" campaign and by lending support to the United Nations ([see story](#)).

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