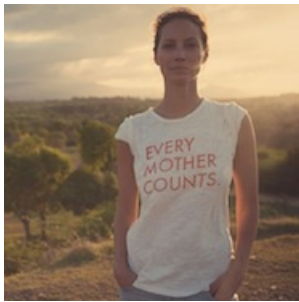


EVENTS/CAUSES

Marc Jacobs supports maternal health via limited-edition tee

April 28, 2016



Christy Turlington Burns for Every Mother Counts

By STAFF REPORTS

U.S. fashion label Marc Jacobs is using its brand visibility to show that every mother counts.

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Ahead of Mother's Day May 8, Marc Jacobs has teamed with nonprofit organization Every Mother Counts, founded by model Christy Turlington Burns. The mission of Every Mother Counts is to inform, engage and mobilize consumers to take action and raise funds to support maternal health programs around the world.

A cycle of life

Together with Every Mother Counts, Marc Jacobs is working toward making pregnancy and childbirth safe for all mothers. With Mother's Day just two weeks away, many consumers are likely brainstorming gift ideas for mom and would rather select a present with meaning over materialism.

To raise funds for Ms. Turlington Burns' organization, Marc Jacobs worked with the nonprofit on an exclusive, limited-edition tee shirt featuring Every Mother Counts' orange rose motif. The rose is featured on the front of a crisp white tee with the only branding appearing on the reverse side, just below the crew neck collar.

The orange rose motif used for the cotton shirt is described as an everlasting bloom representing pregnancy as a "cycle that ends in life, not death."



Marc Jacobs x Every Mother Counts limited-edition tee

Marc Jacobs x Every Mother Counts tee shirt collaboration retails for \$35. Marc Jacobs has pledged 100 percent of the shirt's net profits to Every Mother Counts.

Also, Marc Jacobs took advantage of the upcoming Mother's Day holiday by sending out an email blast to newsletter subscribers with a special offer. If consumers purchased the tee before 2 p.m. ET on April 27, it would be delivered prior to May 8 and would ship for free.

Within the email, Marc Jacobs included an Every Mother Counts video for consumers to learn more about the cause before committing to a click through or a purchase.

Every Mother Counts / What Is Possible

Over the years, Marc Jacobs has supported a number of wellness and humanitarian causes, using its brand's visibility to do good. Oftentimes, the brand designs a limited-edition tee shirt to raise funds for a nonprofit organization, a strategy that spurs action and interaction regardless of income demographic due to the accessible price point.

For instance, pop star Miley Cyrus posed nude for Marc Jacobs' skin cancer awareness tee shirts, with the slogan "Protect the skin you're in" ([see story](#)).

Marc Jacobs worked with artist Damien Hirst to create a limited-edition tee to benefit children in need. The shirt used an abstract image of beloved character Mickey Mouse, with permission from Disney, to raise funds for Kids Company, a nonprofit that provides practical, emotional and educational support to inner-city children ([see story](#)).

And more recently, Marc Jacobs used fashion to make a difference during the 2015 holiday season through a partnership with The Sato Project.

The brand created a specially designed tee shirt to benefit the organization, which works to rescue abused and abandoned dogs from Puerto Rico. To promote the charity campaign, Marc Jacobs turned to its namesake designer's pet bull terrier Neville, himself a celebrity ([see story](#)).