

APPAREL AND ACCESSORIES

## Brands exclaim #LovesLove after Orlando shooting

June 13, 2016



*LGBT heart shared by Brian Atwood*

By STAFF REPORTS

Brands have gathered on social media to share messages of support with the LGBT community in the wake of the Orlando, FL shooting.

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On the early morning of Sunday, June 12, a gunman entered Orlando nightclub Pulse, targeting the LGBT clubgoers attending the venue's weekly Latin night. The shooting resulted in the death of 50 individuals, with more than 50 others being wounded, making the event the deadliest shooting in United States history.

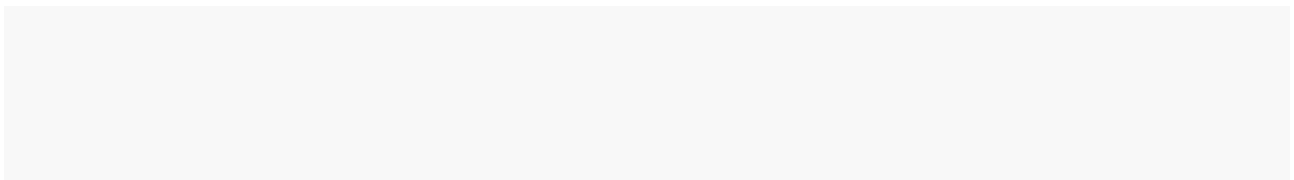
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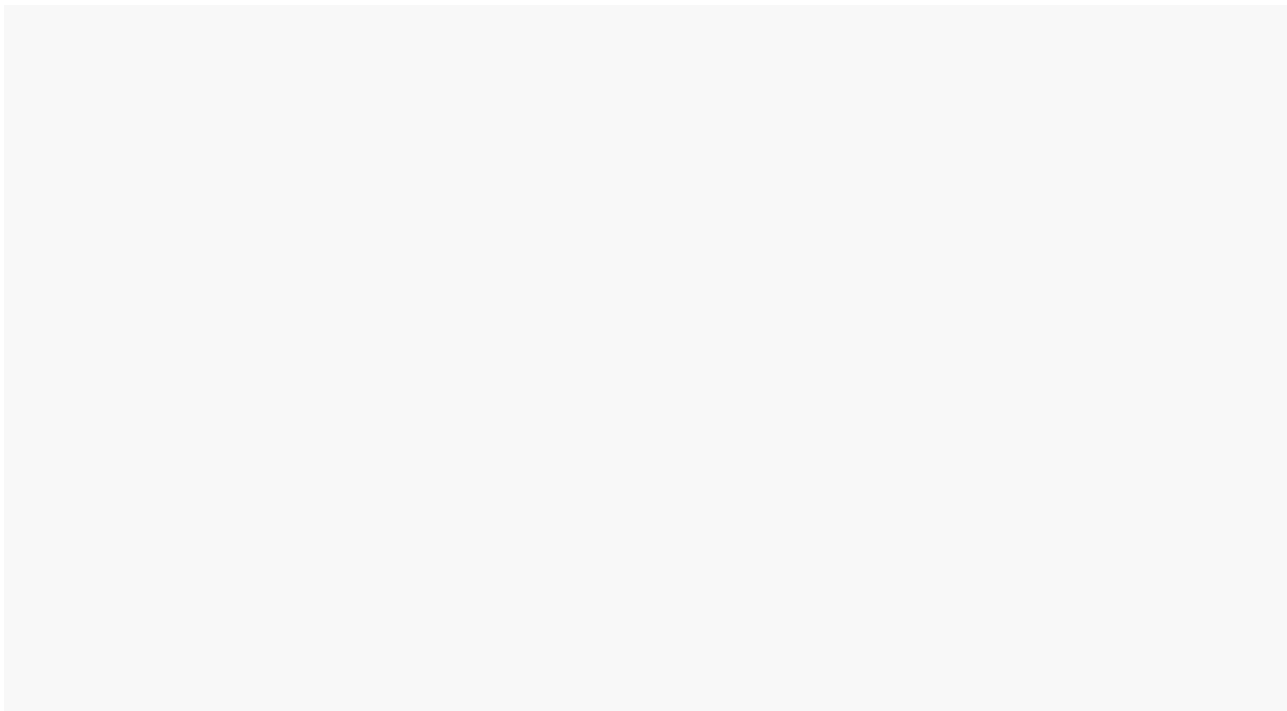
U.S.-born Omar Mateen, the gunman responsible for the terror attack, was killed by police after an hours-long standoff. The shooter's father has said his son acted not out of religious motivations, but due to homophobia after Mr. Mateen, a Muslim, witnessed two men kissing on a recent trip to Miami.

The attack has left the LGBT community reeling as June is International Pride Month, which sees parades and celebrations around the world in cities large and small. U.S. President Barack Obama called the mass shooting "an act of terror" and "an act of hate" in an address on June 12.

Since news of the shooting broke, the fashion industry, both mass and high-end, has shared messages of solidarity to the victims, their families and the people of Orlando. The attack hits the fashion industry particularly hard as it is deeply tied to the LGBT community, with many within the sector being openly gay.

U.S. designer Marc Jacobs, for instance, used his personal Instagram to share an image of the vigil held outside New York's Stonewall Inn, a landmark for the LGBT community. On his brand's official account, Marc Jacobs shared a protester's sign with a message of sympathy and solidarity as a caption.





Our thoughts and prayers go out to all in Orlando ? #LoveisLove

A photo posted by Marc Jacobs (@marcjacobs) on Jun 13, 2016 at 7:00am PDT

Michael Kors, Brian Atwood and Loewe's Jonathan Anderson also shared similar messages that ask of their global following to stop hatred and senseless acts of violence.

Mr. Anderson, for one, called to "get gun control under control" and reposted a harrowing text message exchange between a victim and his mother during the attack, shared originally by BBC News.

Department store chain Bloomingdale's showed its support to the victims and the LGBT community by coloring in its logo's conjoined "O"s in the colors of the rainbow. Others such as Bergdorf Goodman and Ralph Lauren used Twitter to show that #LoveWins.

Our thoughts and prayers are in [#Orlando](#). [#LoveWins](#)

Bergdorf Goodman (@Bergdorfs) [June 13, 2016](#)

Unfortunately, social messages of solidarity, support and love are becoming all too routine with terrorist attacks and mass shootings continuing to occur at alarming rates.

On March 22, Brussels' international airport and metro station was the target of dual terrorism attacks.

The attacks on Brussels came four days after authorities captured Salah Abdeslam, the accused ringleader of the November terrorist attacks in Paris. The attacks caused a resurfacing of fear in Europe as it grapples with security and a troubled economy ([see story](#)).