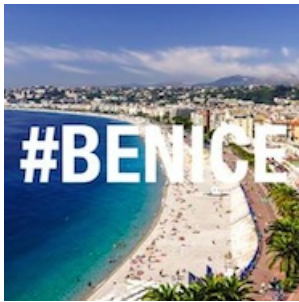


GOVERNMENT

## Luxury sends thoughts, prayers to Nice following attack

July 15, 2016



*Galleries Lafayette post following Nice terror attack*

By STAFF REPORTS

France is extending its state of emergency after a terrorist attack in the coastal city of Nice claimed the lives of more than 80 individuals.

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On the night of July 14, a man drove a truck through a crowd gathered in a promenade for a fireworks display celebrating Bastille Day. Mourning the dead and showing hope for a more peaceful world, luxury brands shared their thoughts using the hashtag #JeSuisNice.

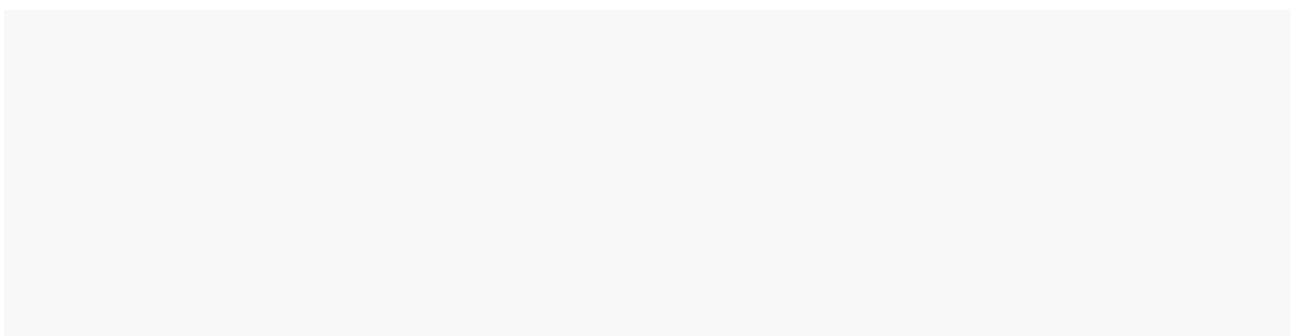
### Showing solidarity

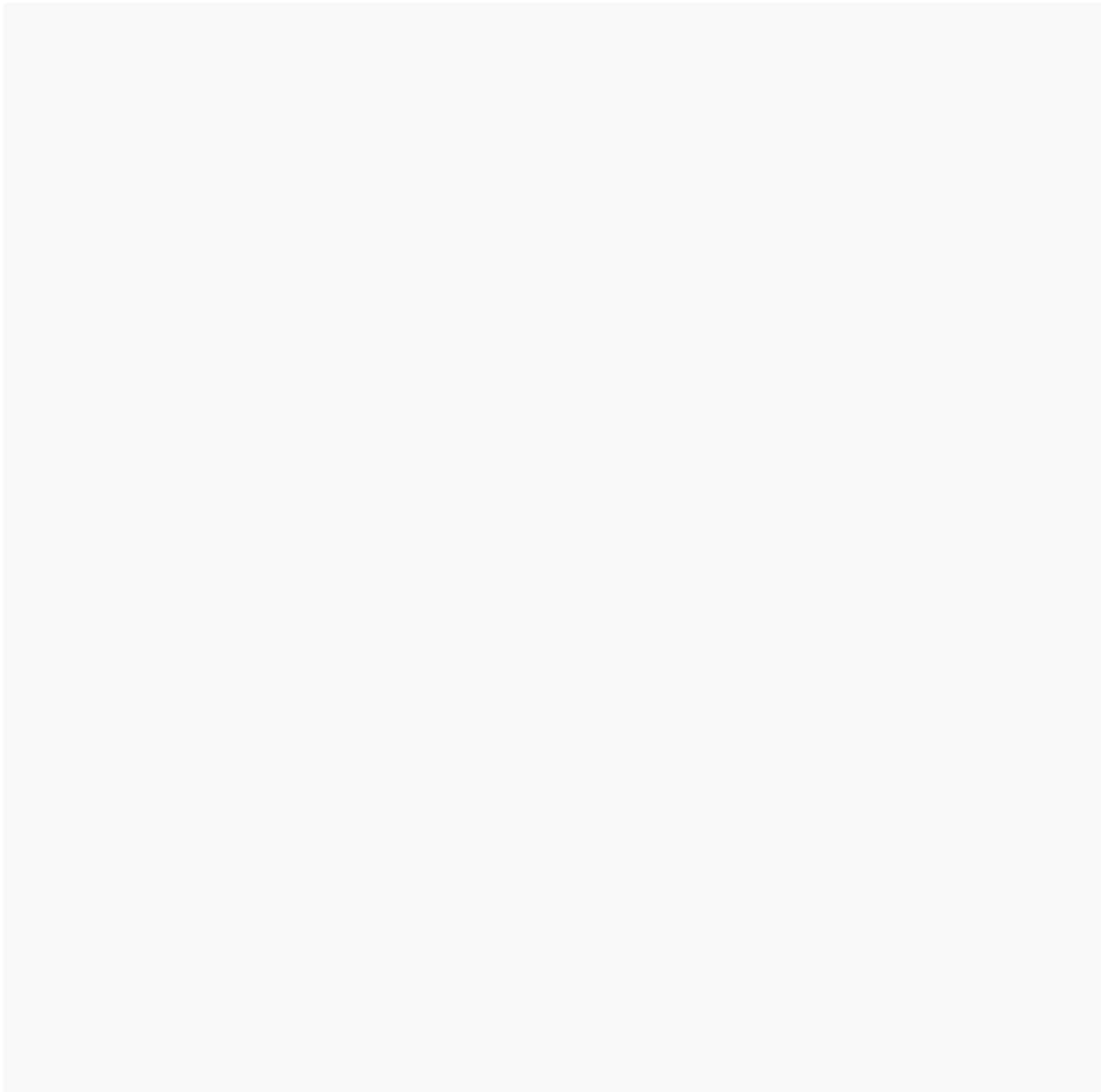
The attack happened on Bastille Day, when France celebrates its freedom. The driver, now identified as a French-Tunisian resident of Nice, reportedly shot into the crowd before driving the truck about 1 mile, plowing through the crowd as he did so.

As of press time, 84 people had died from the attack, with at least 50 people seriously injured. With the French Riviera a prime tourist destination, the victims are both French citizens and foreigners.

In the aftermath of the horrific tragedy, as consumers were also trying to understand and mourn, brands grieved with them, showing solidarity with the victims and with France.

Elie Saab shared a photo of bejeweled hearts, asking to "Heal the world, Spread love."





Heal the World, Spread Love #prayformice #prayfortheworld

A photo posted by ELIE SAAB (@eliesaabworld) on Jul 15, 2016 at 2:28am PDT

Kenzo, speaking in French on Twitter, said that its heart is in Nice today.

Holt Renfrew, Moynat and Stella McCartney asked followers to #PrayForNice.

Galleries Lafayette shared a photo of the Nice coastline with the hashtag #BeNice.

Many, including Barneys New York and McLaren's automotive team, shared representations of the French flag.

In the wake of tragedy, hearing a comforting word from a favorite brand can forge a deeper connection and conversation with consumers that goes beyond product.

Brussels' international airport and metro station was the target of dual terrorism attacks earlier this year.

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

