

FRAGRANCE AND PERSONAL CARE

Guerlain spurs donations in Movember grooming effort

November 14, 2016

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Photo courtesy of La Barbire de Paris; Portrait by Geoffrey Guillin

By STAFF REPORTS

Parisian beauty and fragrance brand Guerlain is advocating for men's health during the month of November.

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Together with La Barbire de Paris, Guerlain is participating in Movember, a charity event held in the month of November that encourages men to grow out their mustaches and beards in support for men's health. Aligning with Movember puts a spotlight on wellness, a root cause for personal care brands.

Movember moments

Guerlain has participating in Movember for the last four years. For this year's charity event, Guerlain has paired with La Barbire de Paris, a chain of barber shops, to support the Movember France Foundation.

For the month of November, Guerlain is inviting La Barbire de Paris barbers to two of its boutiques in Paris. Male consumers are encouraged to stop into a Guerlain boutique to have La Barbire de Paris' barbers trim their mustaches or beards.

The price of a trim will be donated to Movember France Foundation to raise awareness for men's physical and mental health and wellness. A mustache trim is 10 euros, or \$10.75 at current exchange, and a beard shaping is priced at 26 euros, or \$28.



Guerlain Movember promotional image seen on Instagram

To raise awareness for the effort, La Barbire de Paris will be traveling Paris' streets in a branded, electric box truck.

In 2014, British fragrance maker Penhaligon's continued its support of men's health awareness through its participation in Movember.

Penhaligon's has acted as an official sponsor of the charity and has supported the cause through different charitable initiatives, such as a pop-up barber shop in London's Covent Garden.

For that year, Penhaligon's Movember effort included an mustache competition where the brand asks its fans to submit images of "BM" Before Mo, "AM" After Mo and "WIPM" Work in Progress Mo onto Facebook or emailed directly to its marketing team ([see story](#)).

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