

APPAREL AND ACCESSORIES

Louis Vuitton turns sales associates into advocates during retail campaign

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Promotional image for Louis Vuitton's #MakeAPromise campaign

By STAFF REPORTS

French apparel and accessories house Louis Vuitton is renewing its pledge to children's charity UNICEF by getting its global store network involved in the cause.

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The inaugural #MakeAPromise Day on Jan. 12 is an extension of the brand's three-year partnership with the organization, transforming its 12,000 client advisors into advocates for the initiative. Since linking with UNICEF last January, the label has raised \$2.5 million, aiding the nonprofit's work improving the lives of some of the youngest Syrians and Nigerians.

Locking in support

Louis Vuitton's initiative stretches across 460 stores in more than 60 countries.

During the event, the brand's sales associates will promote its Silver Lockit necklace and bracelet designed for the cause. For each piece of jewelry sold, \$200 of the \$500-600 purchase price is donated to UNICEF.

Prompting consumers to get others involved, Louis Vuitton will be running a special promotion when consumers buy two pieces of Lockit jewelry on Jan. 12.

Shoppers will also be encouraged to bring a friend or loved one to the store to show their support through a pinky promise. Originated at the launch of Louis Vuitton's UNICEF campaign last year, the social media effort asks consumers to link their pinky fingers with another person and snap a photo, sharing it to social media in a sign of solidarity.



Selena Gomez and Louis Vuitton creative director Nicolas Ghesquire #MakeAPromise

"Charity starts at home," said Michael Burke, president of Louis Vuitton, in a statement. "Last year, we challenged our teams to come up with a symbolic gesture that would federate people around our cause.

"The idea of the #MakeAPromise campaign comes from children: when they make a promise, they mean it, and they seal it with a pinky promise," he said. "Children show us a simple way to change the world.

"One year after our successful launch, our teams have come up with this idea to keep our promise alive. It's about joining forces worldwide to raise funds and awareness for children.

"We believe in word of mouth. Our goal is to reach as many people as possible and to make a real difference."

Strategic sustainability should be focused, starting from a brand's interior before radiating outward toward consumers, according to panelists at The New York Times International Luxury Conference April 5.

Panelists during the "Strategic Sustainability" session agreed that for sustainability practices to work, brand employees must stand behind the company's efforts. Employees are the best brand advocates available and can attest to a brand's charitable initiatives and values as being authentic ([see story](#)).

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