

MARKETING

Luxury turns lens on female empowerment for International Women's Day

March 8, 2017



Image courtesy of Longchamp

By STAFF REPORTS

In honor of International Women's Day, luxury brands are connecting with consumers over a shared mission of equality.

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From shopping for a cause to employee recognition, brands are turning their attention to uplifting women in the workplace and in the world at large. With increased political attention surrounding women's rights, brands are putting their weight behind the day of recognition, which may help the movement gain awareness.

Female focus

For Women's Day, LVMH established a new series of internal awards to recognize houses that are working to promote gender equality. A decade after the group began its EllesVMH program to promote female upward mobility within its organization to leadership positions, the conglomerate is asking brands to pitch their ideas.

The 10 finalists presented in front of 250 LVMH members on March 8, with the winner receiving the award.

Along with the ceremony, LVMH also held an exhibit of daily brand initiatives towards equality at its headquarters. The conglomerate also hosted events in other global cities on the theme "Inspire to Action."

Kering similarly took the opportunity to showcase what it does 365 days a year to promote equality, including its recently enacted paid parental leave policy ([see story](#)).

Other brands looked to make an impact through retail.

Marc Jacobs teamed with Vogue's creative director-at-large Grace Coddington to create a t-shirt with a purpose. In a cartoon screenprint, the magazine maven is seen surrounded by cats and holding a picket sign reading, "Women's rights are human rights."



It's #InternationalWomensDay ? To celebrate, we've created a limited-edition capsule collection in collaboration with @TheRealGraceCoddington. All net proceeds will be donated to @PlannedParenthood NYC. Link in bio.

A post shared by Marc Jacobs (@marcjacobs) on Mar 8, 2017 at 7:00am PST

Proceeds from the tee will benefit Planned Parenthood in New York.

On March 8, Versace will donate a portion of its sales to Equality Now.

Astley Clarke let consumers use a code to donate 30 percent of their order value to Theirworld. The organization just launched a #RewritingTheCode campaign aimed to take on cultural codes holding back women and girls.

Michael Kors took a personal approach, spotlighting some of the women the brand's namesake designer finds inspiring. These included Vogue editor Anna Wintour, actress Kate Hudson and Mr. Kors' mom Joan.

Shiseido also highlighted women it admires, sharing a slideshow of female Nobel laureates.

Other houses looked inside their own organizations, with Boucheron and The Dorchester catching their female employees hard at work, recognizing their impact on operations.

Harvey Nichols also featured in-house women, but with a cheekier message. Individuals from the retailer's CEO down shared their guilty pleasures, which ranged from ros and trashy novels to lazy Sundays in bed.



**My guilty pleasure is
drowning my food
in chilli sauce**

Image courtesy of Harvey Nichols

A number of other brands issued greetings to women on the day, including Kenzo, Chopard and Longchamp.

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