

MARKETING

CSR projects work to combat, call attention to global water crisis

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Swarovski helps those in need on World's Water Day

By BRIELLE JAEKEL

As many marketers feel it's their duty to tap their resources in the fight for sustainability, a variety of brands are striving to make a difference for an important cause.

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As the luxury sector is heavily based in artistry and quality rather than mass production, the industry is often a driver in sustainable and eco-friendly movements. World's Water Day March 22 saw a bevy of brands such as Giorgio Armani, Swarovski and Baume & Mercier work to provide help for the Earth's water crisis.

"The luxury industry is inherently sustainable rooted in craftsmanship, luxury is about creating quality products that are designed to last," said Diana Verde Nieto, cofounder of **Positive Luxury**, London. "Yet the destination of the luxury industry is changing.

"We are entering an era of inclusive exclusivity, encompassing experience and innovation, while being concentrated on community," she said. "This intersection between luxury and sustainability is about striving for excellence, not perfection, and to thrive, brands must hold social and environmental values at their heart."

Luxury and sustainability

Baume et Mercier has been working quietly with the foundation 1001Fontaines to help secure clean water for those in need located in Cambodia, as well as continual clean water education. The brand has announced its partnership with the foundation on World's Water day, hoping to inspire consumers to get involved with the program and help a school child in need.

The brand is sharing a series of posts on social media with links in how to get involved and summaries of its involvement with the program.

Swarovski has had an ongoing relationship with the mission to provide clean drinking water to those in need with its Waterschool. Starting in 2000, the program has helped to educate community members to bring sustainable water developments to their areas.

The lifestyle brand works to provide access to clean water at schools around the world that need it and secures

educational programs on sustainable use of water, proper sanitation and hygiene. Swarovski is emphasizing its initiative on World Water Day to also inspire others in participating.

Swarovski also recently made its corporate social responsibility initiatives crystal clear with a redesigned Web site for its foundation.

Swarovski Foundation's site was given a cleaned up look, creating a space for consumers to learn about its work fostering education, supporting health initiatives and protecting the environment. Consumers, especially the up-and-coming millennial generation, are concerned about the impact of the brands they buy from, making CSR a key differentiator ([see more](#)).

Brand duty

Armani's Beauty sector has shared a video to showcase the story of a young girl whose life is dramatically impacted in regards to clean water in Haiti.

"She may not see herself as hero," begins Armani's video through text, "but we do." Rosemaine Jean is then shown sweeping around her home as she introduces viewers to her daily life.

The girl explains that her mother goes to fetch water while remains home doing chores and how she was educated by those who helped provide water purifying tablets that she could get Cholera from using unclean water.

After her brother got sick from Cholera originally, Rosemaine Jean and her family work to purify their water. Armani shared the video from Unicef, which it is a partner of for its Children First program.

Luxury travel company Abercrombie & Kent shared images and information in regards to how it has been helping to build wells in Cambodia. The brand raised enough money in February to build 16 wells in areas that need it the most.

Overall the brand has built more than 1,200 wells since 2008.

Stella McCartney encouraged followers on social media to get involved with clean water foundation Drop4Drop with hashtags. The brand shared an artful video of water to grab users' attentions.

Due to their high price points, luxury brands are in a unique position to protect the environment and the people behind their production with fair pay and sustainable materials and manufacturing ([see more](#)).

"Freshwater is an increasingly scarce resource and we all must play our part to help preserve it on both World Water Day and throughout the year," Ms. Verde Nieto said. "Business must be a force for good and turn the tide on the damage we are doing to our planet.

"Our brands to trust strive to make a positive impact from using pesticide-free growing methods to prevent water contamination, to educating their employees in ways of reducing water wastage," she said.