

APPAREL AND ACCESSORIES

Elie Saab seeks to empower female youth in social campaign

April 13, 2017



Elie Saab's #GirlOfNow initiative

By STAFF REPORTS

Lebanese couturier Elie Saab is calling on the #GirlOfNow in a female empowerment effort found across its social channels.

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The philanthropic initiative's announcement follows a private Elie Saab event held earlier this week in Dubai, United Arab Emirates where Arab women spoke to champion female leadership. Elie Saab's #GirlOfNow effort builds off this concept by inspiring future generations of women in leadership positions.

Get it, girl

According to Vogue Arabia, Elie Saab's Dubai event featured speakers such as Elissa Freiha, angel investor and founder of Womana; Muna Al Gurg, director of retail at Easa Saleh Al Gurg Group and social entrepreneur Farah Al Qaissieh.

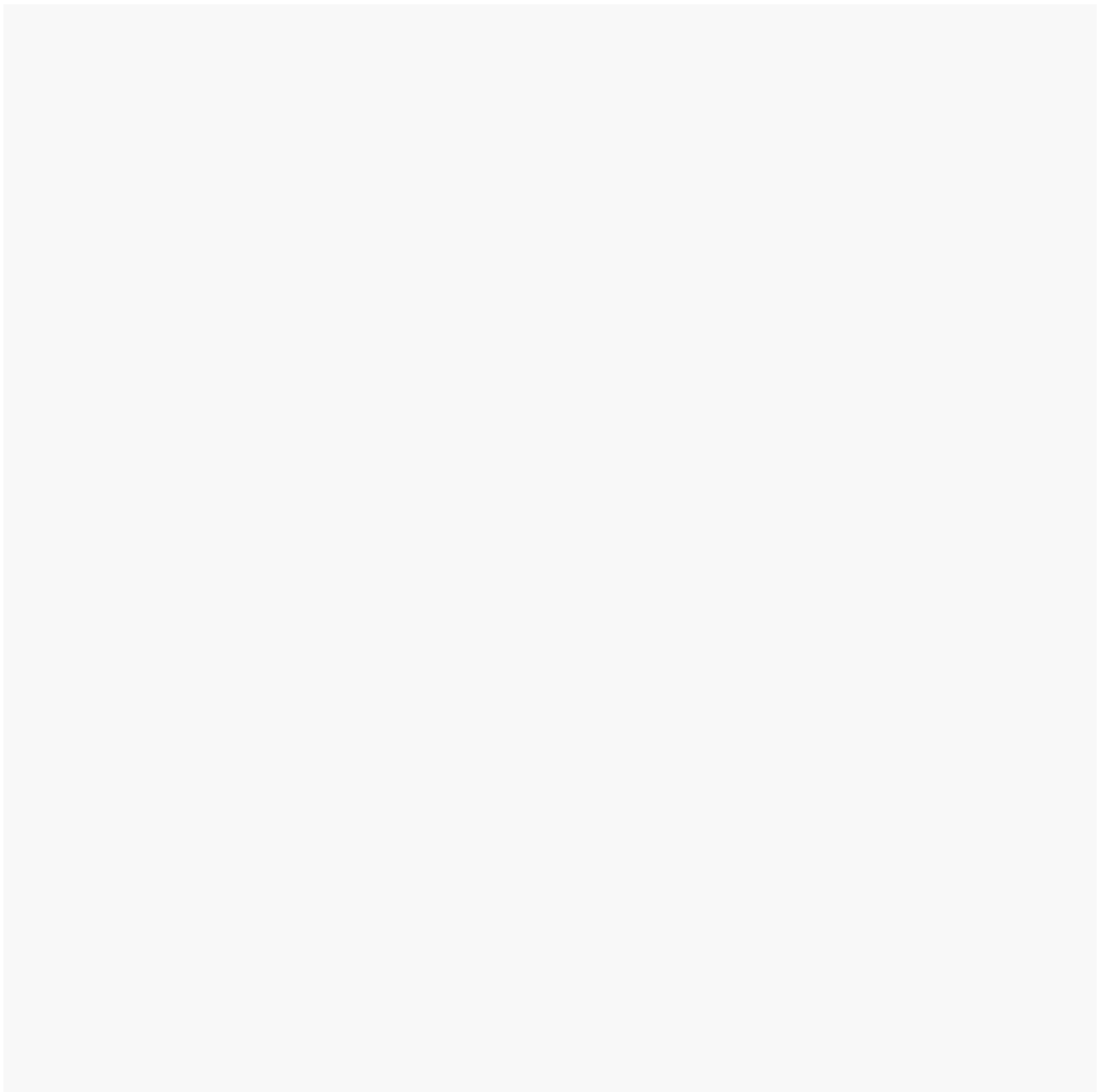
The brand has also shared its objective for #GirlOfNow on its branded online magazine, The Light of Now.

Elie Saab's mission statement reads:

"As women around the world put their knowledge, talents and skills to work, Elie Saab's #GirlOfNow initiative is on a mission to celebrate those who have built successful stories and careers, inspiring generations of young achievers to follow in their footsteps.

"A mission to spread awareness around the accomplishments and learnings of these ambitious and driven women. A mission to empower the female youth to go further, reach higher and perhaps, become leaders of tomorrow."

Elie Saab has also shared a short promotional video for #GirlOfNow. The clip shows a white text block set against a black background with phrases such as #GirlOfNow, "she for she," "bridge the gap," "the future is in your hands" and "join the movement," among others.



ELIE SAAB #GirlOfNowInitiative launching soon. Stay tuned | Link in Bio

A post shared by ELIE SAAB (@eliesaabworld) on Apr 12, 2017 at 1:16pm PDT

The brand encourages its followers to continue watching the space for more details.

Across luxury there have been messages of female empowerment, given the tensions of today's political and social climate.

For example, Italian fashion house Missoni prolonged the social statement made at its fall/winter 2017 runway show in a message of unity and inclusion across its brand channels.

During its presentation at Milan Fashion Week Feb. 25, Missoni sent models down the runway wearing pink knit "pussy hats" to show solidarity with women's issues and human rights violations. The pussy hat has become a symbol of female empowerment and has been worn at rallies supporting women's rights around the world.

Missoni later made the pussy hat available on its ecommerce Web site ([see story](#)).