

APPAREL AND ACCESSORIES

Olivela creates accessibility channel for branded philanthropy efforts

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Olivela's ecommerce charity home page

By BRIELLE JAEKEL

Luxury brands now have a more visible platform to display their impact on charities and important causes around the world with a new ecommerce destination.

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Olivela is a new Web site where luxury shoppers can browse and purchase from their favorite brands with a discount. Each item listed on the ecommerce platform will impact a charity that has partnered with Olivela, which will be detailed on each product page.

"It is extremely important as it provides a way for shoppers to buy something that they love with the added bonus that they are supporting a charitable cause. It's a win-win for all," said Stacey Boyd, CEO/founder of Olivela.

Charity and commerce

Consumers will now be able to track how their purchases are impacting special causes that have partnered with Olivela.

Each shopper will have a personalized dashboard, which measures what the platform has named "The Olivela Effect." The dashboard will show, in detail, what charities they have personally influenced through their purchases and how these charities were affected.



SHOP NOW



◀ VALENTINO / STELLA MCCARTNEY / DOLCE & GABBANA ▶

How Olivela Works



1

You purchase the items that you love from the world's leading luxury brands



2

We give a portion of the proceeds to amazing charitable causes that improve the lives of children.



3

You can see the direct impact your purchases make in the Olivela Effect

Olivela's homepage

Brands will have their own pages, under the tab "Designers," where all available products are listed. Beside each item for sale on Olivela, the charity the product is benefitting will be noted.

Valentino, Givenchy, Stella McCartney, Jimmy Choo, Dolce & Gabbana, Aquazzura, Tod's, Marc Jacobs and Edie Parker are the first designers to jump on board.

GOOD+ Foundation, Malala Fund, VH1 Save The Music Foundation and Too Young To Wed are the first charities to join Olivela, all of which benefit children around the world.

Until June 9, all proceeds will go to GOOD+ Foundation, which provides essential products to poverty areas, as well as family services. Olivela is urging customers to purchase, saying that one purchase could provide products for a child for up to 419 days.



GIVENCHY
GV 7017/N/S
OLIVELA PRICE \$395
GOOD+ FOUNDATION



GIVENCHY
GV 7057/STARS
OLIVELA PRICE \$400
GOOD+ FOUNDATION



Welcome to Olivela

Sign up to shop our collection of the world's leading luxury brands and as our thank you we will donate a day of school through Malala Fund in countries where most girls are denied an education.
Your impact starts today.

YOUR EMAIL

SUBMIT

Givenchy on Olivela

Launched on June 6, Olivela is currently running a promotion that will provide a day of schooling for girls in countries that deny education to women for every email subscriber. The Malala Fund is working with Olivela to provide schooling.

Charities and causes

Luxury brands often undergo a series of initiatives to help out charities to make a positive impact on the world.

For instance, U.S. jeweler Tiffany & Co. rolled out the first part of its social media campaign aimed at raising awareness for ivory poaching with the #KnotOnMyPlanet call to action.

The #KnotOnMyPlanet campaign is raising funds through a limited-edition golden elephant brooch, as well as a new line of elephant-related charms found within the jeweler's #TiffanySaveTheWild collection. Tiffany's jewelry for the effort is available through online retailer Net-A-Porter with 100 percent of the proceeds going to the Elephant Crisis Fund ([see more](#)).

Also, department store chain Barneys New York teamed up with the Council of Fashion Designers of America's eyewear creators to take on breast cancer.

A new collection dubbed Frames For a Cause is retailing at select Barneys stores and on its ecommerce site as a benefit for Fashion Targets Breast Cancer. Breast cancer affects about one in eight women in the United States, making the prevalent disease a popular cause for charitable efforts ([see story](#)).

"The launch of Olivela is unique as its a sustainable model that provides transformational funding year round for charities," Ms. Boyd said. "Most unique for the shopper is that they can view what charitable causes their purchase dollars benefit and have full transparency on how funds will be used.

"They will also have a personalized dashboard called 'The Olivela Effect' which will track the impact that their total purchases have in supporting charitable organizations," she said. "Its radical transparency, guilt-free shopping."

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