

FRAGRANCE AND PERSONAL CARE

La Mer art collection raises awareness, funds for ocean conservation

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One of the pieces from the Wave Walk collection designed by model Cara Delevigne; Image credit: La Mer

By DANNY PARISI

Estée Lauder Cos.' Crème de la Mer is celebrating World Oceans Day June 8 by walking the streets of New York.

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The La Mer Wave Walk art installation and fundraiser features 54 sculptures of waves designed by influential artists, actors and celebrities and will be on display on an art trail throughout New York starting on June 8. Each sculpture will be up for sale, with all proceeds going to ocean conservation efforts around the world.

"We are thrilled to launch the La Mer Blue Heart Oceans Fund and are honored to join Project 0 and a change-making community of explorers, advocates and hands-on conservationists that are making a difference around the world to help protect our oceans for future generations to come," said Sandra Main, global brand president, La Mer, New York.

World Oceans Day

With the majority of the Earth's surface covered by oceans and the bulk of our oxygen being produced by it, the world has a vested interest in conserving aspects of the world's oceans that are threatened by pollution, climate change and other environmental dangers.

It is in this spirit that La Mer is introducing the La Mer Wave Walk.

The art trail will feature dozens of sculptures designed by big names such as Rita Ora, Cara Delevigne and Sienna Miller, as well as many prominent figures from the art world, who have each designed their own wave statue.



A sculpture designed by Rolling Stones guitarist Keith Richards; Image credit: La Mer

These statues will be on display throughout New York starting on June 8, the day that the United Nations has designated World Oceans Day.

Each statue will be available for purchase through auction platform Paddle 8's mobile bidding application, and all of the proceeds from these sales will go to supporting Marine Protected Areas around the world.

La Mer Wave Walk was created in partnership with Project O, a group of conservationists and artists who organize fundraisers for environmental causes.

The Wave Walk is the first project under La Mer's Blue Hearts Ocean Fund, an umbrella division for future conservation-focused efforts with an emphasis on preserving the world's oceans.

For 2016 World Oceans Day, La Mer took a moment to make consumers consider the oceans.

On Instagram, the brand shared artistic interpretations of the oceans, whether paintings or sea anemones sculptures made out of paper. Some incorporated the brand's limited-edition jar of its signature moisturizing cream created specially for the day.

The brand invited consumers to be inspired by the water, and also to join it on World Oceans Day for a Snapchat tour as it "preserves the beauty of the waters" ([see story](#)).

Conservation efforts

Many luxury brands have been turning their attention towards raising both awareness and funds for conservation efforts. For example, Fortnum & Mason recently launched a limited collection of figurines designed by artist David Bailey.

Mr. Bailey created 400 small bronze tigers modeled after the real life Sumatran tiger, of which only 400 live in the wild today. Each piece will be available for sale with proceeds going to help conservation efforts of the specific

subspecies of tiger ([see story](#)).



A sculpture designed by actress Sienna Miller; Image credit: La Mer

Similarly, Tiffany's #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 story](#)).

La Mer is keeping that trend going with Wave Walk in an effort to turn the considerable reach of its marketing arm and the social influence of the many artists and actors who are partnering to bring issues of ocean conservation to the minds of consumers around the world.

"Besides its incredible beauty, the ocean gives us food, air to breathe, and supports all life on Earth," said Jimmy Jagger, Project 0 Board member. "Project 0 is raising awareness and funds and working with ocean conservation organizations around the world to finish the job while there is still time left.

"We are so pleased that La Mer have come on board as our main sponsor in this important effort to raise substantial awareness and funding for the ocean."

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