

JEWELRY

John Hardy links with Feed for gift with purpose

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John Hardy x Feed biojute tote bag. Image credit: John Hardy

By STAFF REPORTS

Jeweler John Hardy is turning purchases into charitable outreach through a partnership with philanthropic business Feed Projects.

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Founded in 2007 by Lauren Bush Lauren, Feed produces products such as bags, with proceeds from sales going to fight hunger. John Hardy has teamed up with the company on a custom tote bag, each of which will donate 25 meals to children.

Shopping for a cause

John Hardy's tote design with Feed includes the term "Semaya," which means "commitment" in Balinese. Each customer who makes a purchase totaling \$595 or more will receive the tote, allowing shoppers to give back through their buys.

The jeweler's work with Feed echoes its other initiatives aimed at supporting the communities around its workshops. Just as John Hardy employs artisans from the local population, Feed hires artisans to make its bags, providing a steady employment for communities in locations such as Kenya.

Beyond the gift with purchase, John Hardy is encouraging its followers to share their philanthropic outreach this season with the hashtag #SummerSemaya, promising to post some of the best photos on its own account.



John Hardy x Feed tote. Image credit: John Hardy

Last fall, U.S. fashion label Michael Kors geared up for World Food Day Oct. 16 with a host of initiatives aimed at raising funds and starting a conversation around hunger.

For the fourth year, the brand launched its Watch Hunger Stop campaign for the World Food Programme, allowing consumers to do their part through purchases, donations and social posting. With actress Kate Hudson returning as the ambassador for the initiative, Michael Kors was again on a mission to eliminate hunger around the world ([see story](#)).

To-date, the campaign has enabled the World Food Programme to deliver 15 million meals.

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