

RETAIL

Olivela, Malala Fund provide girls' schooling via luxury purchases

August 14, 2017



The Malala Fund is taking over Olivela for August. Image courtesy of Olivela

By STAFF REPORTS

Philanthropic retailer Olivela is getting ready for the back to school season with a charitable takeover by the Malala Fund.

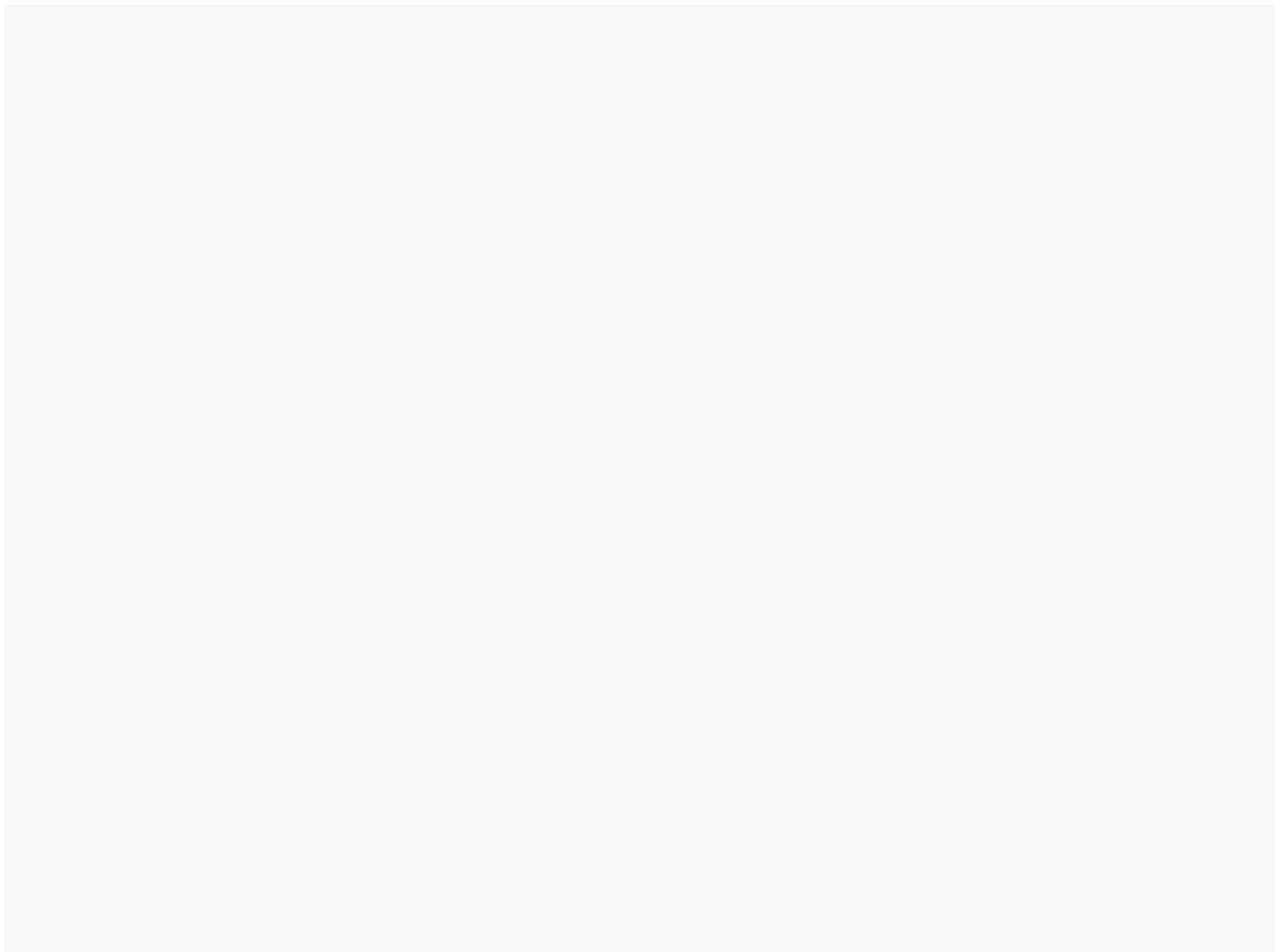
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Olivela works as a visibility platform that ties philanthropy with retail by including transparent details of how a specific purchase, from brands such as Valentino and Stella McCartney, can help those in need. The Malala Fund, GOOD+ Foundation, VH1 Save The Music Foundation and Too Young To Wed were the first charities to join Olivela, all of which benefit children around the world ([see story](#)).

Back to school season

For the month of August, as children around the world return to school, Olivela and the Malala Fund will work together to provide days of schools to girls in countries where they are often denied an education.

Through purchases of a Dolce & Gabbana handbag or a pair of Aquazzura pumps, for example, a consumer can see how her purchase benefits a child through Olivela's personalized dashboard. Each charitable purchase is tracked so the consumer can visualize the impact of her purchases.



#BackToSchool season is here, and you have a chance to give a young woman the safe, quality education she deserves. Now through August 31st, every time you make a purchase @olivela, a portion of the proceeds benefits @malalafund. Can you think of a better way to prep for fall? #theolivelaeffect #styleconscious #education

A post shared by Olivela (@olivela) on Aug 13, 2017 at 5:59am PDT

For "Back to School, For All," Olivela's consumers' purchases will benefit the Malala Fund. Launched in 2014 by Nobel Peace Prize-recipient Malala Yousafzai, the nonprofit organization champions girls' rights to 12 years of free, safe and quality education.

For example, the Dolce & Gabbana Rosalia shoulder bag will provide a young girl with 76 days of school through the Malala Fund while a Valentino Rockstud C-Rockee tote provides 126 days of schooling.

Additional brand participants include Salvatore Ferragamo, Stuart Weitzman, Givenchy and Edie Parker, among others.

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