

NONPROFITS

Marc Jacobs, Naomi Campbell raise proceeds for UNAIDS

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Marc Jacobs and Naomi Campbell co-designed a T-shirt for World AIDS Day. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion designer Marc Jacobs and British supermodel Naomi Campbell are getting straight to the point in the fight against HIV.

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The friends teamed to commemorate World AIDS Day Dec. 1 with a charitable T-shirt. Proceeds of the \$55 dollar black crew neck T-shirt will benefit UNAIDS, an organization that inspires a "shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths."

Actions

Mr. Jacobs and Ms. Campbell designed a T-shirt that does not include colorful commissioned art or a slogan. Instead, the pair were blunt in the T-shirt's design.

In large red capital lettering the T-shirt reads: "This is a T-shirt by Naomi Campbell and Marc Jacobs to raise funds for UNAIDS."

Below in much smaller text the shirt says, "Activities for people around the world living with or affected by HIV."

In a post shared by Mr. Jacobs' branded social account, the brand explains that all net proceeds will benefit UNAIDS, which works toward stopping new HIV infections, ensuring all HIV patients have access to treatment and protecting and promoting human rights.



Marc Jacobs models the UNAIDS T-shirt he designed with Naomi Campbell. Image credit: Marc Jacobs

Marc Jacobs often creates T-shirts to promote causes close to the fashion designer's heart.

In 2016, Marc Jacobs showed its support for women's health with help from two female artists.

The brand worked with pop singer Miley Cyrus and visual artist Marilyn Minter to create a pair of T-shirts bearing a pro-choice message. While federal funding for Planned Parenthood and the legality of abortions is debated frequently in national politics, Marc Jacobs did not shy away from what could be perceived as a controversial topic ([see story](#)).

Also, Marc Jacobs used fashion to make a difference during the 2015 holiday season through a partnership with The Sato Project.

The brand created a specially designed T-shirt to benefit the organization, which works to rescue abused and abandoned dogs from Puerto Rico. To promote the charity campaign, Marc Jacobs turned to its namesake designer's pet bull terrier Neville, himself a celebrity ([see story](#)).