

MARKETING

## Luxury brands rally for World Water Day awareness

March 22, 2018



*Plastics polluting the world's oceans was a major focus of this year's World Water Day. Image credit: Stella McCartney*

By STAFF REPORTS

As sustainability becomes an increasingly important topic in the face of rapid climate change, luxury brands such as Gucci and Stella McCartney are rolling out sustainable campaigns for World Water Day.

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World Water Day, which was created by the United Nations in 1993, is meant to be a day of awareness of how we use and abuse our world's oceans and freshwater resources as well as how we can protect them. In celebration of this day, a number of luxury companies launched efforts to raise awareness of ocean pollution, the lack of clean water in impoverished parts of the world and more.

**Protecting the ocean**

Italian fashion house Gucci teamed up with award-winning singer Beyonce for a project called BeyGood4Burundi.

Through the project, which is partly financed by Gucci and UNICEF, 80 additional sources of safe drinking water will be built throughout the east African nation of Burundi.

The project is part of Beyonce's BeyGOOD philanthropic foundation.



*BeyGood4Burundi. Image credit: Gucci*

Stella McCartney, a brand that was founded on ethical and environmental principles, also came out strong for Water Day.

The brand is urging consumers to reduce the amount of waste that gets deposited into the ocean in their everyday life as well as advocating for a larger scale change in how plastics are disposed. The Water Day campaign from the brand also includes tips for reducing daily waste creation.

Stella McCartney's spring advertising campaign is also set in Sardinia and is focused heavily on the issue of pollution of the world's oceans ([see story](#)).

U.K. department store Selfridges also contributed to World Water Day thanks to a partnership with the non-profit Project Ocean.



*Selfridges' campaign with Project Ocean. Image credit: Selfridges*

Since 2015, Selfridges has worked to reduce its effect on the environment by removing all plastic packaging from its inventory and ceasing the production of any makeup product with plastic microbeads in it.

For World Water Day, the retailer is promoting a reusable, sustainable water bottle as part of the popular [#OneLess](#) campaign that encourages people to use fewer disposable plastic bottles in favor of long-term use water bottles.

As sustainability, and particularly the state of the world's oceans, becomes a more important issue, luxury brands are beginning to pay more attention to how their manufacturing efforts affect the environment.