

MARKETING

## Luxury brands think pink for breast cancer awareness

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*Image courtesy of Ritz-Carlton*

By SARAH RAMIREZ

To commemorate Breast Cancer Awareness Month, luxury brands across different sectors are turning to storytelling and special events to shed light on the disease and support research efforts.

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From beauty brands to hospitality groups, many high-end companies are releasing pink-themed products to earn funds for breast cancer research or hosting events to encourage women to complete cancer screenings. Since breast cancer is one of the most common cancers in females, no matter their race or ethnicity, many of the brands participating are women-driven.

### Pretty in pink

Department store chain Saks Fifth Avenue is one of several retailers selling special-edition products, several in shades of pink, with proceeds going to the Breast Cancer Research Foundation. For the 20th annual edition of the brand's annual Key to the Cure campaign, it is partnering with Julia Louis-Dreyfus to promote a T-shirt by Carolina Herrera designer Wes Gordon.

In honor of Breast Cancer Awareness Month, beauty group Este Lauder Companies and its brands are joining forces on a campaign that will span social media, out-of-home displays and in-store activations, telling consumers it is #TimeToEndBreastCancer. Rather than simply starting a conversation around the topic, the campaign aims to inspire consumer actions towards eradicating the disease ([see story](#)).



*Tamara Mellon made free mammograms available to promote early cancer detection. Image credit: Tamara Mellon*

Through "Love Your Mellons," fashion label Tamara Mellon and Alinea Medical Imaging offered free mammograms for women in the Los Angeles area. Fans who tagged their friends in social media posts announcing the initiative were also able to win free "Love Your Mellons" T-shirts designed by the brand's eponymous founder.

Last year, Tamara Mellon drew attention for not releasing any pink products for Breast Cancer Awareness Month. Instead, the brand donated 100 percent of proceeds made on National Mammography Day to the Dubin Breast Center of Mount Sinai Hospital in New York ([see story](#)).



*Sofia Vergara for Stella McCartney. Image credit: Stella McCartney*

For its annual Breast Cancer Awareness campaign, British fashion brand Stella McCartney has teamed up with actress Sofia Vergara to model its delicate pink "Rose Romancing" lingerie set.

Designer Ms. McCartney's mother, Linda, died from breast cancer in 1998. Ms. Vergara's involvement also draws attention to the fact that Latina women have lower rates of breast cancer screening and more limited access to formal health care than other ethnicities in the United States.

Sales of the lingerie set will benefit leading several organizations, including the Linda McCartney Centre in Liverpool, the Hello Beautiful Foundation in London and Memorial Sloan Kettering in New York.

Ritz-Carlton properties around the world are also lighting up in pink to draw attention to Breast Cancer Awareness Month. Not only will hotel exteriors be illuminated in pink, but locations will be hosting pink-themed afternoon teas and serving special cocktails, with some proceeds being contributed to the Breast Cancer Emergency Fund.

#### Luxury values

As today's luxury consumers become more value-conscious, it is important for brands to share their philanthropic sides.

A report from Morning Consult finds that honesty, quality and customer service are among the most important brand traits that encourage loyalty from millennials.

More than a third of millennials, 38 percent, say they appreciate when a company gives a small share of its profits to support good causes ([see story](#)).

During Pride Month, luxury brands showed their support for the LGBT community through charitable initiatives, merchandise and events.

Pride Month is an annual celebration of the impact that lesbian, gay, bisexual and transgender individuals have had on history. Luxury brands, including Bloomingdale's and Este Lauder, reached out with messages of inclusivity and encouragement ([see story](#)).

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