

APPAREL AND ACCESSORIES

Tamara Mellon pays for women's treatments for National Mammography Day

October 19, 2018



Tamara Mellon donates all proceeds to pay for women's treatments on Oct. 19. Image credit: Tamara Mellon

By STAFF REPORTS

Direct-to-consumer fashion label Tamara Mellon is continuing its mission to help support women with a special initiative for National Mammography Day.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

Oct. 19 has been designated as National Mammography Day in the hopes to drive more women to get screenings, helping to catch breast cancer early as well as draw attention to Breast Cancer itself. Tamara Mellon will be donating all proceeds from its site sales today to the Dubin Breast Center of Mount Sinai Hospital.

Making a stand for women

In an email sent to subscribers and various posts on social media, the label expressed that while today and this month of Breast Cancer Awareness calls attention to these serious issues, it wanted to do something that would last.

In partnership with Mount Sinai, Tamara Mellon will donate all its proceeds to patients' treatments at the Dubin Breast Center, no matter their insurance plans, says the brand.

The initiative comes with a variety of campaign assets, in true Tamara Mellon fashion in which women of all ethnicities and body types are shown topless with a red bar censoring their breasts. The photography focuses on their bodies from the waist up, excluding their faces, with a tagline reading, "Do it for the Mellons."

[View this post on Instagram](#)

For National Mammography Day, we are donating 100% of today's proceeds on TamaraMellon.com to the #DubinBreastCenter of @mountsinainyc.

A post shared by Tamara Mellon (@tamaramellon) on Oct 19, 2018 at 7:18am PDT

Tamra Mellon has made it clear that while it is a fashion brand, it cares deeply about the customer herself.

In January, the label leveraged its platform for political purposes with an offer tied to the upcoming Women's March planned for Saturday, Jan. 21.

The 2017 Women's March was the largest single-day protest in U.S. history, with a historic amount of people coming out around the country to demonstrate against President Donald Trump's anti-women policies. Tamara Mellon offered free shirts in exchange for customers snapping a photo of themselves at the 2018 Women's March, making a bold political statement that explicitly involves the brand ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.