

MARKETING

Kering, L'Oreal make a stand for women

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CEOs gather to sign One in Three commitment. Image credit: One in Three

By STAFF REPORTS

Luxury group Kering and beauty manufacturer L'Oreal are among the many brands to have joined a mission to stop gender-based violence and abuse.

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Seven CEOs gathered at Balenciaga's headquarters in Paris on Nov. 9 to sign a commitment charter to bring an end to abuse. The commitment is named One in Three to symbolize the number of women who have been exposed to physical or sexual abuse in their lives, according to *Women's Wear Daily*.

One in Three

The goal of the initiative is to help and support women who have been affected with a variety of tools including training and a series of events. The group hopes to establish a network of shareholders to support the endeavor.

"Ten years ago, when we started the transformation of what was PPR at the time into the Kering group, we put sustainability with a capital S at the heart of the transformation and at the heart of our mission as a luxury group," said Francois-Henri Pinault, CEO of Kering, in a statement. "In addition to our commitment to the environment, our commitment to the cause of women is the other facet of our corporate responsibility.



Kering's Gucci has seen significant growth in recent quarters. Image credit: Gucci

"This global commitment to the environment and social responsibility is not a field for competition," he said. "It's not a field of what I call corporate individualism or even selfishness.

"It's a field of collective efforts. It's about sharing. It's about corporate generosity."

The charter is a part of a group, also named OneInThree, established by Kering and the FACE Foundation.

Joining the group are other companies such as L'Oreal, Carrefour, Elle Foundation, BNP Paribas and SCNF.

Media group Cond Nast International also issued an official statement regarding its stance on sexual harassment and exploitation claims within the fashion industry.

Last year, Cond Nast International announced that its titles would no longer work with controversial photographer Terry Richardson, who has long been accused of being predatory, with offenses ranging from pressuring models to pose nude to sexual assault and harassment.

Since Cond Nast's decision, brands including Valentino, who had worked often with the photographer, and publishers such as Hearst and The Wall Street Journal's *WSJ* Magazine have ended their relationship with Mr. Richardson ([see story](#)).

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