

NONPROFITS

Kering takes a stand against cyberbullying

November 16, 2018



Kering stands against cyberbullying. Image credit: Kering

By STAFF REPORTS

Luxury group Kering is hoping to combat cyberbullying through its Foundation with a new message.

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Throughout social media, the Kering Foundation is sharing a variety of images aimed at Gen Z users in the hopes to stop cyberbullying. A variety of content from social influencers will also be shared, along with the hashtag #IDontSpeakHater and information on the dangers.

Kering against cyberbullying

From Nov. 16 to Nov. 30, Kering will share images and information regarding the campaign. For instance, statistics such as "73 percent of girls and women have reported online abuse worldwide" will be posted throughout the Internet.

Images feature a variety of influencers and campaign models in a variety of content to promote an end to the problem such as holding a cell phone up to the camera with the hashtag #IDontSpeakHater written across it.

Kering has also created special #IDontSpeakHater Web sites in the United Kingdom, United States, China, France, Italy, Japan and Mexico.

73% of girls and women have reported online abuse worldwide. Today, we launch our 7th [#WhiteRibbon](#) For Women Campaign to combat cyberbullying. Join the [#IDontSpeakHater](#) squad & let your voice be heard! [#WRFW2018](https://t.co/FNjJLVJ1RX) pic.twitter.com/sdiKtjBtkT

Kering Foundation (@KeringForWomen) [November 16, 2018](#)

Kering's Twitter post

"Everyone has the right to feel safe online," said Francois-Henri Pinault, CEO of Kering and chairman of the Kering Foundation, in a statement. "We must take a stand against the pervasive abuse that seeks to intimidate and silence female voices."

The luxury group and beauty manufacturer L'Oreal were also recently among the many brands to have joined a mission to stop gender-based violence and abuse.

Seven CEOs gathered at Balenciaga's headquarters in Paris this 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* ([see story](#)).

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