

NONPROFITS

## Porsche, Boss among brands supporting wildfire relief

November 30, 2018



Porsche x Boss collection. Image credit: Hugo Boss

By STAFF REPORTS

A number of luxury brands are showing their support for the people of California through contributions to disaster relief efforts in the state.

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Wildfires continue to affect thousands of Californians, with many losing their homes and lives to blazes. Porsche Cars North America, Hugo Boss and The RealReal are among the luxury brands making donations or mobilizing their audiences, using their elevated positions to help those impacted get relief.

### Fighting fire

On Giving Tuesday, Nov. 27, Hugo Boss donated 10 percent of online sales to the Red Cross, while The RealReal pledged 5 percent to the nonprofit. The organization is helping those who lost their homes with shelter and food, while also supporting families who lost loved ones.

Hundreds of Red Cross volunteers will be lending support and comfort to those affected by the California wildfires throughout the **#Thanksgiving** week: <https://t.co/lq0HkCXEFf>  
[pic.twitter.com/Ocs1I0i583](https://pic.twitter.com/Ocs1I0i583)

American Red Cross (@RedCross) **November 21, 2018**

Porsche Cars North America made a \$250,000 donation to the American Red Cross. The automaker's U.S. arm has a history in the state that dates back to the 1950s, and Porsche Motorsport North America is headquartered at the Los Angeles Porsche Experience Center.

The company also has 26 dealers throughout California.

"California and Porsche sports cars have a close relationship going back more than 60 years," said Klaus Zellmer,

president and CEO of PCNA, in a statement. "We have enthusiasts, friends, customers, PCNA colleagues and dealership employees across the state.

"We want to do our part by helping the American Red Cross provide relief and recovery," he said. "We often say that a Porsche is a luxury. Nobody needs a Porsche. But everyone needs refuge from a disaster."

Gucci has made donations to the Red Cross, the Humane Society, Malibu Foundation and United Way of Northern California, urging its audience in an email newsletter to join it in making their own contributions.

Luxury brands often step up when disaster strikes. For instance, LVMH-owned duty-free retailer DFS Group is responding to a tragedy, helping the people of the islands Saipan and Tinian who were hit with a typhoon.

On Oct. 24, the islands in the Commonwealth of the Northern Marianas were hit with what is being called Super Typhoon Yutu. As most of the residences are left without power or even their own homes, DFS' senior management has rolled out relief efforts as well as a donation from the company ([see story](#)).

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