

APPAREL AND ACCESSORIES

## Luxury fashion continues its mission to support women

March 6, 2019



Net-A-Porter's t-shirt collection from participating designers for IWD. image credit: Net-A-Porter

By BRIELLE JAEKEL

As the world turns to embrace women and push for equality, luxury brands are participating in full force for this year's International Women's Day to show that supporting the gender is an integral part of their businesses.

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On March 8 this year, brands and consumers alike will join together to focus on gender equality and women's rights as part of the global day that has been celebrated for more than 100 years. Luxury brands such as Diane Von Furstenberg, Saks Fifth Avenue, MyTheresa and Net-A-Porter are finding unique ways to help women and show their support.

"Women in our programme have experienced unimaginable trauma but Net-A-Porter support reminds the women we work with that they are not alone or forgotten," said Brita Fernandez Schmidt, executive director at Women for Women International UKE. "Each t-shirt in this collection sends a powerful message of support, sisterhood and solidarity."

I am her

Fashion retailer MyTheresa has gotten a number of important to designers to donate personal items in support of nonprofit Mothers2mothers, which is dedicated to prevent the mother-to-child spread of HIV.

Designers such as Alessandro Michele, Maria Grazia Chiuri, Sandra Choi, Miuccia Prada, Demna Gvasalia and Silvia Fendi are among the 12 participants to donate items to be auctioned off to raise money for the organization. The auction will begin on March 8 and run until March 19.

Some of the products included are a T-shirt from Dior designer Ms. Chiuri's first collection with the brand as well as a tote donning her initials, a Demna Gvasalia-designed Balenciaga tote and a vintage necklace from Jimmy Choo's Ms. Choi.

For MyTheresa, it does not need to be International Women's Day to focus on women's empowerment. The retailer worked with Prada's Miu Miu to advertise its fall/winter 2018 collection with a cheeky, carnival-themed campaign that followed a similar motif.

Reinforcing themes of female friendship and empowerment, the short film follows two women spending a fun evening at a fair to blow off some steam. A surprise ending, however, reveals that there is more depth to these friends beyond their shenanigans ([see story](#)).

For International Women's Day, online retailer Net-A-Porter has launched a special T-shirt collection with brands Alexa Chung, Isabel Marant, Victoria Beckham, Rosie Assoulin, Perfect Moment and Ellery. Proceeds from the collection will go to help women in war-torn countries through the nonprofit Women for Women International.

The organization creates training courses that focus on educating these women on their rights, health and learning vocational skills. The collection went live on March 1, and had support from a variety of influencers on social media such as actress Nicole Kidman showing off a T-shirt on Instagram.

[View this post on Instagram](#)

Proud to showcase the power of all women in my @Rosie\_Assoulin for @NetAPorter t-shirt. Get yours now at the link in my bio. All profits to @WomenForWomen for #InternationalWomensDay

A post shared by Nicole Kidman (@nicolekidman) on Mar 1, 2019 at 8:12am PST

### *Nicole Kidman shows off IWD T-shirt*

Each T-shirt features a message that represents what the designer feels is an interpretation of women's empowerment and courage.

Saks' discount division, Saks Off 5th, has released a similar campaign, collaborating with nonprofit Girls Inc. for a T-shirt, with all of the proceeds going to the organization. The nonprofit works to raise women to be strong, smart and bold through mentoring relationships, girls-only safe spaces and research-based programming, as well as

advocating for legislation and policies that create better opportunities for girls.

The T-shirt is available in red, black and white and features the phrase "Everyday is Women's Day."

Women joining together

Fashion designer Diane Von Furstenberg is creating an experiential approach to celebrate the day, opening its New York studio up to attendees who want to interact on important topics related to women's empowerment.

The initiative on March 7 allows women to connect, listen to talks and shop, with 20 percent of the proceeds going towards W Grow, a program to accelerate women entrepreneurs.

[View this post on Instagram](#)

Attention New York! Join us on March 7 at the DVF Studio to hear an amazing group of women like @therealdvf, @halima, and @sophiabush discuss what it means to be #InCharge! RSVP at DVF.com/events

A post shared by DVF - Diane von Furstenberg (@dvf) on Mar 1, 2019 at 12:33pm PST

*Instagram post from DVF*

A series of sessions allow attendees to participate in these special talks, including Ms. Von Furstenberg herself discussing how to be the woman you want to be. The day will end with a shopping and cocktails party.

The participation of luxury brands in IWD is no surprise this year, as these brands often take this opportunity to do what they can in the support of women.

In honor of the day in 2017, luxury brands similarly connected with consumers over a shared mission of equality.

From shopping for a cause to employee recognition, brands turned their attention to uplifting women in the workplace and in the world at large. With increased political attention surrounding women's rights, brands put their weight behind the day of recognition, which helped the movement gain awareness ([see story](#)).

"Through the campaign and the vital funds raised, Net-A-Porter, along with six inspiring female designers, are helping to transform the lives not only of the women we work with but also their entire communities," Ms. Fernandez said.

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