

MARKETING

## Luxury brands shine a light on important women for IWD

March 8, 2019



*Burberry dresses women for Smart Works. Image credit: Burberry*

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By STAFF REPORTS

International Women's Day, taking place on March 8, has elicited a wide response from luxury brands with initiatives ranging from discount offerings to integrated business changes.

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Tapestry, Burberry, Jaguar, Dior, Belstaff and more have taken to IWD to shine a light on women they feel have made an impact on the world and more. Events, films, discount offerings, charity donations and new organizations for empowerment are just a few ways these brands are supporting women today, and throughout the year.

International Women's Day

French fashion label Dior is repurposing much of its women-centric content to celebrate the beauty of womanhood, and encouraging men to buy the females in their life a commemorate piece.

In a campaign that spotlights a few of its items that would make suitable gifts, it features female-focused films along with quotes from its iconic ambassadors.

British outerwear label Belstaff is highlighting important brand ambassadors from its past who have made a difference with in-depth articles on its site. Women such as the first British woman to motorcycle around the world, Elspeth Beard, and survival expert Megan Hine are featured in a campaign from Belstaff and on its site.



## BELSTAFF'S #BALANCEFORBETTER

We've chosen to celebrate International Women's Day and #BalanceforBetter by championing the achievements of our female ambassadors past and present.

That includes survival expert Megan Hine and award-winning architect Elspeth Beard, these are women who are breaking barriers and confounding expectations.

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*Belstaff spotlights strong women brand ambassadors. Image credit: Belstaff*

Jeweler David Yurman is sharing images and video on social media to celebrate the strength of women everywhere, including clips of its own cofounder, Sybil Yurman.

Automaker Jaguar Land Rover released a film, named #SheDidIt, spotlighting women employees within its own company.

"We put our customers first throughout the design and development of our products," said Fiona Pargeter, customer experience director at Jaguar Land Rover, in a statement. "Therefore diversity in our workforce is key.

"We have trebled the number of women in management roles and we outperform the national average threefold in the recruitment of female engineering apprentices."

Pomellato gathered a number of notable women, including Jane Fonda, to celebrate the day with a message of inclusivity and sisterhood.

British fashion label Burberry is focusing on a charity it has partnered with since 2013, Smart Works, to host a dressing session in its London showroom. The organization helps women who have been unemployed in the long-term get back onto a career path.

For International Women's Day, Burberry will provide apparel for women in the program who have secured new jobs and are moving on to Phase 2.

Premium goods company Tapestry has announced that it signed a joint initiative of UN Women and the UN Global Compact to provide guidance for promoting gender equality in the workplace.

The Women's Empowerment Principles Charter establishes a set of seven principles businesses are encourage to implement in the workplace to ensure equality.

Mot Hennessy is also spotlighting important women in its alcohol brands, especially its Veuve Clicquot brand, a brand that became one of the world's important Champagne house at the helm of Madame Clicquot in 1805.

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.

Other 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 ([see story](#)).

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