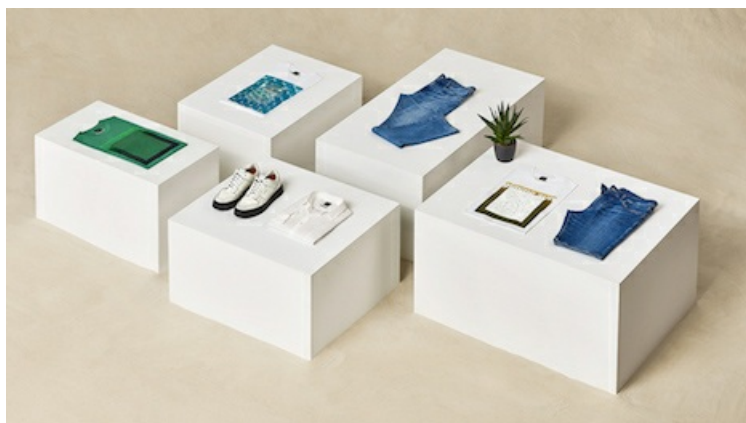


MARKETING

Luxury brands aim to mobilize consumers for World Water Day

March 22, 2019



Hugo Boss' Responsible Collection. Image credit: Hugo Boss

By STAFF REPORTS

In honor of World Water Day, luxury brands are highlighting their efforts aimed at protecting the natural resource and access to it.

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For the March 22 holiday, brands are presenting projects centered on both education and action, as well as inviting consumers to be part of the change through donations and participation. In addition to celebrating charitable causes, brands looked to inspired consumers through commerce.

Water Day

Armani Beauty is marking the 10th year of its Acqua for Life campaign with an artistic collaboration. A video by Viviane Sassen interprets the brand's mission, through which it has given 195,000 people in 238 communities access to water.

Individuals in Madagascar are seen filling buckets, washing their faces, doing laundry and drinking water.

Armani's Acqua for Life is in its 10th year

Gucci similarly pointed to its water-themed work with Beygood and UNICEF through its charity Chime for Change. Consumers were invited to donate to the cause, which so far has given 30,000 people in Burundi access to water.

Swarovski chose to highlight its Waterschool project, which recently partnered with We to teach London schoolchildren about how they can make a difference.

Looking to communicate the preciousness of water, Kering-owned jeweler DoDo is selling a charm in the shape of a water droplet made of mother of pearl and rose gold.

Hugo Boss highlighted its work to conserve water through its Responsible Collection. The brand has launched two new collections in this concept this spring, including apparel made with denim that used less water and textiles made from recycled coffee grounds.

Kurt Geiger is looking to help consumers more sustainably consume water through the creation of a reusable bottle and pouch. Created in partnership with WaterAid, 15 pounds, or about \$20, from each purchase will go to the organization.

[View this post on Instagram](#)

It's World Water Day, buy your Limited Edition Kensington Quench cross body bag and 15 from the sale of each product will go directly to @wateraid projects dedicated to providing clean water in some of the world's poorest communities. #worldwaterday #kurtgeiger

A post shared by Kurt Geiger (@kurtgeiger) on Mar 22, 2019 at 1:14am PDT

Instagram post from Kurt Geiger

While prompting consumers towards conservation, Ulysse Nardin pointed to a diving-inspired watch.

Beyond World Water Day, brands are doing their part for water.

For instance, British automaker McLaren and Swiss watchmaker Audemars Piguet are among many luxury brands that worked with philanthropic event One Drop to help stop the world's water crisis.

One Night for One Drop, a special performance event and auction, took place in Las Vegas and aired on national television for the first time. Broadcast network CBS showed the March 8 event live, sponsored by toothpaste brand Colgate, where items such as a one-of-a-kind McLaren will be auctioned off ([see story](#)).

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