

APPAREL AND ACCESSORIES

Tamara Mellon aims to spark conversation around Equal Pay Day

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Tamara Mellon and her daughter appear together in the brand's Equal Pay Day T-shirts. Image credit: Tamara Mellon

By STAFF REPORTS

U.S. footwear label Tamara Mellon is leaning into the subject of pay equality with efforts surrounding the upcoming Equal Pay Day.

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Being held on April 2 this year, Equal Pay Day marks the point on the calendar at which women reach the same amount earned as men made the previous year. In honor of the occasion, Tamara Mellon is releasing statement T-shirts and helping consumers get politically involved.

Minding the wage gap

Earlier in March, Tamara Mellon hosted a Pay It Forward event in Washington, which included panel discussions.

The brand also invited consumers to get politically active. By texting a number, consumers can get a link that details how to get in touch with legislators to discuss the Paycheck Fairness Act.

[View this post on Instagram](#)

Take action with us for equal pay. Text TMEQUALPAY to 52886 and you'll be sent a link to easily contact your elected officials in support of the Paycheck Fairness Act, and other equal pay legislation. #tmequalpay

A post shared by Tamara Mellon (@tamaramellon) on Mar 12, 2019 at 5:01pm PDT

Instagram post from Tamara Mellon

For those who want their fashion choices to say something, the brand has created a T-shirt for the cause. In a cropped style, the tee has the words "20% less" on the front, while the back reads, "Crop tops are cute. Pay inequality isn't."

Consumers who retweet the post and follow the brand will be able to receive a complimentary shirt.

Tamara Mellon is often outspoken on women's issues.

The brand leveraged its platform for political purposes with an offer tied to the Women's March held on Saturday, Jan. 21, 2018.

The 2017 Women's March was the largest single-day protest in U.S. history, with a historic amount of people coming out around the country to demonstrate against President Donald Trump's anti-women policies. Tamara Mellon offered free shirts in exchange for customers snapping a photo of themselves at the 2018 Women's March, making a bold political statement that explicitly involves the brand ([see story](#)).

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