

NONPROFITS

Richemont supports struggles of New Yorkers in crisis

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Photographer Steve Fiehl stands with his exhibit, *Resilient Souls*. Image credit: Richemont

By STAFF REPORTS

Swiss conglomerate Richemont is putting the focus on New Yorkers in crisis with the sponsorship of a humanity-focused art exhibit.

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French Photographer Steve Fiehl is presenting a project named *Resilient Souls* that shows viewers a side of homeless not normally seen. The project goes behind the doors of shelters, beyond the streets, shining a light on these individuals and hoping to combat the negative stereotypes that come with the word "homeless."

"Richemont supports the Bowery Mission through various initiatives starting with volunteering programs," said Alain Bernard, CEO of Richemont North America, in a statement. "And we're thrilled to welcome this week our first Bowery Mission former client as a Richemont North America team member, hopefully the first of many."

"Our involvement is the natural consequence of the will of so many of our Richemont colleagues to get involved in our local New York City community, and to try to act on helping those who need it the most," he said. "We just feel it's our duty, as human beings."

Arts and philanthropy

Mr. Fiehl worked with the Bowery Mission, an organization aimed at helping New York's homeless and hungry, spending several months within its shelters and programs to address their needs.

The exhibit features a collection of 30 black-and-white photos featuring personal portraits of men and women who are struggling to get back on their feet.

"We all see people experiencing homelessness and hunger everywhere in the streets of New York, and their number has never been so high since the Great Depression," Mr. Fiehl said in a statement. "But we rarely know who they are, what their story is and how exactly they survive in such a harsh environment."



Samples from Resilient Souls Collection 2019. Image credit: Steve Fiehl

The photographer explains that while many others have photographed those living on the street, not many have actually gone behind shelter doors and focused on the individuals. His goal is to have consumers look past the "homeless" label and at the people themselves and their struggle.

Resilient Souls will go on display, beginning with a reception on June 10, at the International Center for Photography. The event will be hosted by Bill Ford, Marigay McKee and Jeffrey and Marjorie Rosen.

Many luxury brands work to help philanthropic efforts, with homelessness being a major issue.

For instance, U.S. fashion label Diane von Furstenberg went dollar-for-dollar with philanthropic consumers to fight against homelessness among women.

DVF partnered with The Empowerment Plan, a Detroit-based nonprofit that works toward breaking the cycle of homelessness for single women and their families. DVF teamed with The Empowerment Plan due to its relationship with its founder Veronika Scott, the recipient of the People's Voice Award presented during the 2014 DVF Awards ([see story](#)).