

MARKETING

Luxury brands support vulnerability for World Mental Health Day

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Mr Porter has a limited edition collection of tees that benefit its Health in Mind fund. Image credit: Mr Porter

By STAFF REPORTS

To mark World Mental Health Day, luxury brands are sharing content and initiatives to encourage consumers to have more conversations around the often emotional topic.

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On Oct. 10, brands including Land Rover and Mr Porter advocated that people take time to mentally check in with themselves. As wellness culture becomes more prolific, proactive brands are more public about supporting both physical and mental health.

Focus on mental health

For World Mental Health Day, British automaker Land Rover shared a conversation with three men about the different pressures and challenges they have faced in their careers.

Featuring former professional rugby players Jonny Wilkinson and David Flatman, the eight-minute-long video does double duty as part of Land Rover's ongoing sponsorship for the Rugby World Cup. Jason Fox, a former member of the Special Forces and television personality, also participates in the effort.

Land Rover recruited rugby players and television personalities to discuss mental health

The candid discussion takes place as Mr. Flatman drives the group in a Land Rover and fills the role of an interviewer.

"All pressure is self-induced I think," Mr. Wilkinson says in the video. "I'm over-critiquing myself or I'm thinking about the last ticking off I got.

"It's all about the pressure," he said "It's all about how you deal with that and how you bounce back from setbacks.

As part of its continued effort centered on men's mental and physical health, online retailer Mr Porter has launched limited-edition T-shirts to support its Health In Mind Fund. The graphic tees debuted on World Mental Health Day.

Mr Porter Health in Mind is an ongoing effort from Mr Porter that hopes to raise awareness about men's health issues through its influencers and global platform. A partnership with charity Movemeber, Health in Mind has a

fundraising component in addition to editorials, campaign content and other initiatives focused on wellness for men ([see story](#)).

Social network Facebook partnered with the World Health Organization to create a camera filter for Facebook and Messenger Stories called "Let's Talk," as well as a virtual sticker pack for Messenger.

The designs are intended to serve as an invitation for users to support loved ones who may be struggling. Facebook will donate \$1 for each sticker sent, up to \$1 million, to a group of mental health organizations including Crisis Text Line and The Trevor Project.

Beyond World Mental Health Day, Saks Fifth Avenue owner Hudson's Bay Company is raising awareness and funds in support of mental health organizations, looking to improve services for the one in four people affected by mental illness.

During a New York cocktail event this summer, the company raised \$2 million that went towards grants for organizations in the United States. HBC has made mental health a key focus of its charitable efforts across North America ([see story](#)).

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