

MARKETING

Luxury brands mark International Day of the Girl

October 11, 2019



Chlo has joined forces with UNICEF. Image credit: Chlo

By STAFF REPORTS

In honor of International Day of the Girl, luxury brands are launching new charitable partnerships aimed at achieving gender equality.

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Marking the occasion, Cl de Peau Beaut and Chlo have both forged new ties with UNICEF, while other brands are pointing to their existing initiatives surrounding female empowerment. As issues around gender equality gain attention, brands are stepping up to combat everything from violence against women to child marriage.

Girl empowerment

Shiseido Group's Cl de Peau Beaut has pledged \$8.7 towards UNICEF's Gender Equality Program. With this alliance, announced on Oct. 11, Cl de Peau Beaut has become the first Japanese brand to sign a multi-year partnership with the organization centered on girls' education and development.

About 25 percent of girls and young women ages 15 to 19 are not working, enrolled in school or undergoing employment training, while only 10 percent of boys are in a similar situation.

A key focus of the partnership will be UNICEF's work in Bangladesh, Niger and Kyrgyzstan to promote education in science, technology, engineering and math for girls. Young women face obstacles in these career paths due to gender stereotyping.

Among with its donation, Cl de Peau Beaut will be shifting a portion of proceeds from its best seller The Serum to the cause. The label will also promote UNICEF's work through social media and store displays.

Chlo's work with UNICEF similarly targets higher education for girls, with a focus on locations such as Bolivia, Jordan, Morocco, Senegal and Tajikistan. The three-year #GirlsForward initiative is part of UNICEF's push to give 6.5 million girls access to better employment opportunities through training and education.

Having a secondary education can almost double women's earning potential.

"This partnership echoes the spirit of Gaby Aghion, who founded Chlo in 1952 with one mission: give women

freedom to dare to be themselves," said Chlo in a statement. "She always encouraged women to dare and take control of their destiny, being free spirited, elegant and feminine."

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We are excited to share the news of our @UNICEF partnership, which assists girls to access higher education, and helps them learn to dare. Over three years, as a #GirlsForward initiative, #Chlo will support #UNICEF in its global aim to provide 6.5 million girls with skills for employability, learning, personal empowerment and active citizenship. More will be revealed in March 2020. In the meantime, visit chloe.com (UNICEF does not endorse any company, brand, product or service) #InternationalDayOfTheGirl #CHLOEforUNICEF #chloeGIRLS

A post shared by Chlo (@chloe) on Oct 11, 2019 at 8:02am PDT

Instagram post from Chlo

Swarovski spotlighted its foundation's work with Mothers2Mothers, which aims to prevent pediatric AIDS. The Swarovski Foundation supports the nonprofit's work in Kenya, which focuses on preventing transmission of the disease to babies through health education and healthcare.

Kering highlighted some of its partners who are working to tackle violence against women.

For instance, Project DOT works to teach New York youth who lack access to traditional sex education programs about healthy relationships.

Meanwhile, Hong Kong-based HER Fund seeks to prevent domestic violence by empowering women. Birmingham & Solihull Women's Aid works to spread awareness for female genital mutilation and provide support and

psychological care for victims.

Olivela pointed to the fact that it works to support girls on a daily basis, even beyond the holiday. To-date the charitable luxury site has helped send girls to school for more than 150,000 combined days.

[View this post on Instagram](#)

Every day is #InternationalDayOfTheGirl here at Olivela. Thanks to our charity partners like @careorg and @malalafund we are able to make an impact to the future of our generation, one day of school at a time. We wouldn't have been able to do it without you. #TheOlivelaEffect

A post shared by Olivela (@olivela) on Oct 11, 2019 at 6:41am PDT

Instagram post from Olivela

Italian fashion label Gucci's Chime for Change initiative is looking to ignite a conversation around the issue of child marriage in a campaign that asks consumers to share their dreams.

Timed to coincide with International Day of the Girl on Oct. 11, #LetGirlsDream centers on a short film about a young teen who wants to be a pilot. Spreading the word and turning it into a two-way conversation, Chime for Change is also collecting the aspirations and ambitions of consumers in support of ending the practice of marrying off minors ([see story](#)).