

APPAREL AND ACCESSORIES

## Gabriela Hearst goes all-in to support at-risk children in war-torn Yemen

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*Adel with his father in the Save the Children-supported health center after he got treated for severe acute malnutrition in Yemen's Hajjah governorate. Image credit: Save the Children*

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By STAFF REPORTS

Fashion label Gabriela Hearst has partnered with Save the Children to offer net proceeds of products sold through Dec. 9 across her London, New York and online stores to support war-afflicted children in Yemen.

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The contribution will go toward humanitarian work to support child nutrition and relief efforts in Yemen, a Middle Eastern country in the midst of a calamitous civil war.

"Save the Children is one of the largest nonprofit organizations on the ground in Yemen," said brand founder Gabriela Hearst in a statement. "The humanitarian crisis has fallen out of media discourse, given the speed of our current news state. The catastrophe is present and needs as much help as possible.

"For me, personally, the holiday spirit should be about giving, and this is why we are donating all net proceeds to this important cause," she said. "I have deep admiration for the past, present, and future work of Save the Children."



*A look from the 2020 lineup of Gabriela Hearst fashion. Image courtesy of Gabriela Hearst*

Cause not on everyone's mind

Ms. Hearst sits on the U.S. board of Save the Children. She is a major proponent of what she calls "honest luxury," a values-based process that recognizes conscientious actions in production and treatment of raw materials, land and the environment.

The **Gabriela Hearst** ready-to-wear and accessories brand is not just donating proceeds of sales from apparel and jewelry, but also its handbags that are usually only available via request but now click-to-buy on [Gabrielahearst.com](https://www.gabrielahearst.com).



*Gabriela Hearst line of handbags. Image courtesy of Gabriela Hearst*

More than 12 million children in Yemen need humanitarian help. Save the Children is offering food, cash vouchers, critical healthcare services, education and protection to children and families affected by this crisis.

Per **Save the Children**, tens of thousands of children are a step away from famine.

An estimated 17,000 children reside in hard-to-reach areas in Yemen. Cut off by war, they are at increased risk of severe acute malnutrition and death if issues with aid access are not urgently resolved, the charity said.

"We are incredibly grateful to Gabriela Hearst for making Save the Children's efforts in Yemen the focus of this campaign," said Carolyn Miles, CEO of Save the Children, in a statement.

"As we enter the season of giving, this is a unique and meaningful way for shoppers to give back and make an impact on the lives of children growing up in the world's largest humanitarian crisis," she said.

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