

NONPROFITS

## Kering brands donate \$687K to fight Australian bushfire catastrophe

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*A forlorn koala in an Australian forest ravaged by wildfire. Image credit: Relais & Châteaux, The Australian*

By MICKEY ALAM KHAN

Luxury conglomerate Kering's various brands will donate \$687,000 to support the fight against Australia's bushfire crisis.

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The donation, which amounts to Australian \$1 million, will be made immediately to aid the efforts of Australians as they attempt to squelch the wildfires rampant across the country.

"These funds will be provided to the most appropriate local organizations selected by the group's sustainability experts," Kering said in a statement.

**Kering** brands Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ulysse Nardin and Girard-Perregaux have pitched in with the money.

"Additional initiatives will also be undertaken by various brands in solidarity with the Australian people," Kering said.

"In the longer term, Kering plans to participate in future reforestation and biodiversity programs."



*In response to the bushfire crisis in Australia, the Kering family of brands is coming together to support the efforts of the Australian people to fight the wildfires. #Australia. Image credit: Kering*

Real support

Meanwhile, other brands are chiming in with their support.

U.S. resale giant **The RealReal** donated 5 percent - \$25,000 of Jan. 7 sales to the Australian Red Cross relief fund to help fire relief efforts.

The San Francisco-based company offered a 20 percent discount on select merchandise whose sales would support the Australian bushfire relief efforts.

That offer was mailed to The RealReal's consumer email list.

The RealReal

NEW ARRIVALS DESIGNERS WOMEN MEN SALE CONSIGN STORES

20% OFF\* | CODE: REAL

SHOP FOR A CAUSE  
**Help Australia's  
Fire Victims**

Five percent of today's purchases will be  
donated to the Australian Red Cross relief fund  
to support fire relief efforts."

[SHOP NOW](#)

*The RealReal donated 5 percent of sales generated Jan. 7 on the resale site. Image credit: The RealReal*

In hospitality, Relais & Chateaux, an association of 580 hotels and restaurants in the world, also voiced its support.

An Instagram post showed a forlorn koala in a burnt forest. A heartfelt message to **Relais & Chateaux's** 304,000 followers shared a post:

"We all are devastated to see the tragic bushfires in Australia. We wanted to share this post from [@thelouisebarossa](#), and ensure our Australian guests and properties of our support and compassion. One of the best ways to assist our Australian friends in the near future is to continue to visit their beautiful country, much of which fortunately remains

unharmd. Plan your next trip and make a difference in these communities.

"The team at [@thelouisebarossa](#), [@appellationrestaurant](#) and [@three75bar](#) are heartbroken at the devastation caused by the fires that ravage our precious county. While our local region luckily remains unharmd it has been difficult to watch our neighbours suffer and our thoughts are with our friends in the Adelaide Hills, on Kangaroo Island and across the nation as they assess the damage caused, repair what has been lost and prepare for the conditions that face us for the remainder of this summer.

"We will continue to support these amazing regions by purchasing their exceptional produce and wine for our guests to enjoy daily. It seems that the strength of community has never been more important and we will try to work in multiple ways that might be of assistance to our friends who are grieving at this time. We're thinking of you all, we're in this together and we will help to regenerate.

"Should conditions change in the Barossa we will advise our followers but, for now, we are safe from threat and will concentrate on helping those who are in need. If you are travelling to The Louise in the near future and would like information on the status of our area please do not hesitate to get in touch.

"While there are no immediate fears for The Barossa region we understand that you may have some questions about your visit to South Australia and our team are happy to assist wherever they can."

For information on how to donate to emergency services, we recommend following these accounts;

[@sa\\_countryfireservice](#), [@redcrossau](#), [@wireswildliferescue](#) Julie Fletcher via [@the.australian](#)

[Please click here to donate to Australian Red Cross Disaster Relief and Recovery](#)

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