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Louis Vuitton's Virgil Abloh designs first Silver Locket collection for UNICEF support

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Louis Vuitton menswear artistic director Virgil Abloh's interpretation of the Silver Locket collection, part of whose sales go to fund UNICEF. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Virgil Abloh, men's artistic director at French fashion label Louis Vuitton, has designed his first Silver Locket bracelets, part of whose sales go to funding UNICEF.

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Louis Vuitton since 2016 has helped raise funds for UNICEF to aid vulnerable children around the world. The company has debuted the #MAKEAPROMISE campaign for this purpose.

Helping hand

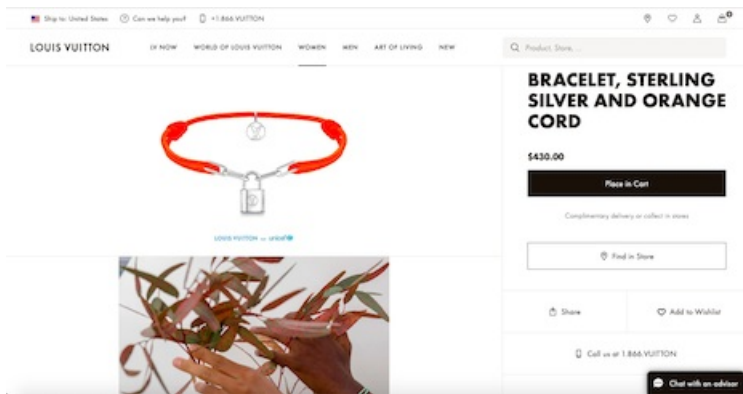
The creation and sale of the Silver Locket collection of bracelets helps Louis Vuitton raise funds for UNICEF activities and programs to support conflict and disaster-affected children, including access to water, nutrition, health and protection services.

Since the launch of the Silver Locket bracelet, Louis Vuitton has raised nearly \$10 million for UNICEF to help children at risk.

Mr. Abloh's version of the *Silver Locket bracelets* took inspiration from his spring/summer 2020 menswear collection, with four color tones: black, orange, celadon green and a blue with hints of yellow.

The bracelets are fitted with a Louis Vuitton charm and engraved padlock. The colorful cords are connected by Mr. Abloh's signature chain, which is available for the first time in sterling silver.

The *Silver Locket* bracelet was inspired by the famous tumbler lock invented by Georges Vuitton in 1890 to protect customers' most precious belongings, the company said.



Louis Vuitton's SilverLocket page on louisvuitton.com. Image credit: Louis Vuitton

LOUIS VUITTON will donate \$112 (100 euros) for each bracelet sold directly to **UNICEF** to help Syrian refugee children and their families including those living in host communities in Egypt, Jordan, Lebanon, Iraq and Turkey, as well as children affected by recent natural disasters.

Silver Locket bracelets are priced at \$430 and \$550, with the silver pendant at \$660.

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