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La Perla donates 10,000 masks to Bologna as hometown grapples with COVID-19

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La Perla's black tulle underwired bodysuit. Image credit: La Perla

By LUXURY DAILY NEWS SERVICE

Italian lingerie maker La Perla Group has chipped in to help its hometown with masks donated to the Municipality of Bologna.

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The company, known for its bras and nightwear, gave 10,000 masks to Bologna to help healthcare workers on the frontline of the COVID-19 coronavirus epidemic.

"La Perla is committed, in coordination with the local authorities, to guarantee its support to the city of Bologna and Emilia-Romagna Region for as long as it is necessary to face this crisis," said CEO Pascal Perrier in a statement.

Bought from Hong Kong

La Perla joins a bunch of Italian fashion firms such as Gucci, Giorgio Armani, Bottega Veneta, Bulgari, Tod's, Prada and a host of others that have produced cash, masks and nonsurgical gear to the country's health authorities.

The masks for La Perla were sourced from Hong Kong.

The Municipality of Bologna took possession and then distributed 1,300 to its employees, 1,500 to Asp Citt di Bologna, 3,600 for home care workers and 3,600 for elderly residential homes (CRA).

"We are truly grateful to the management of this company, so deeply rooted in the city, for this act of generosity that will fall entirely on the territory," said Bologna mayor Virginio Merola and councilor for labor Marco Lombardo, in a joint statement.

"Each additional mask allows those at work to do it safely."