

APPAREL AND ACCESSORIES

Capri Holdings' Michael Kors, Versace and Jimmy Choo open pockets for \$3M COVID-19 relief

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Actor and entertainer Jennifer Lopez in Versace's spring summer 2020 campaign wearing that jungle dress and doing Google searches. Image courtesy of Versace

By LUXURY DAILY NEWS SERVICE

Capri Holdings, owner of Michael Kors, Versace and Jimmy Choo, has pledged donations of more than \$3 million toward COVID-19 relief efforts.

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The donations also include contributions from the founders of the constituent fashion brands as they support health authorities, cherished causes and charities struggling with the fallout of COVID-19 as it devastates industry sectors including fashion and retail.

"Our hearts and souls go out to those who are working on the front lines to help the world combat the COVID-19 pandemic," said John D. Idol, chairman/CEO of Capri Holdings, London, in a statement.

"We thank them for their remarkable dedication and courage and want to support them and the hospitals where they work," he said.

"We also aim to strengthen organizations dedicated to helping the community. This is clearly a time for people to come together in every way and on every level, because we are all stronger in our united resolve. I want to thank Donatella and Michael for their personal commitments."

The commitments follow the multiple announcements in the past few weeks by luxury companies including LVMH and Kering brands, as well as the great and good of French, British, Italian and American fashion to donate toward COVID-19 relief efforts.

Local helping hand

Each **Capri-owned** brand focuses on their local community and region, as well as global institutions.

For example, the **Michael Kors** brand will donate \$1 million to support local relief efforts in New York.

To top that, brand founder Michael Kors and Mr. Idol will personally contribute an additional \$1 million towards

these efforts.

The combined \$2 million donation will be distributed across the following organizations to support relief efforts in New York to institutions such as NYU Langone and New York-Presbyterian Hospital, God's Love We Deliver and a Common Thread, which is CFDA/Vogue Fashion Fund for COVID-19 Relief.

Versace focuses on its Italian hometown of Milan with a \$500,000 donation to support local efforts, in addition to the 1 million (RMB) that the brand donated in February to support the Chinese Red Cross Foundation.

Versace will also donate \$500,000 to the San Raffaele Hospital and Camera Nazionale Della Moda Italiana.

Last month, Donatella Versace, the house's chief creative officer, and her daughter Allegra Versace Beck, personally donated 200,000 to the intensive care unit of San Raffaele Hospital in Milan.

Finally, London-based **Jimmy Choo** will donate \$500,000 to support relief efforts both in the brand's home base of the United Kingdom and also worldwide.

The footwear maker will donate \$250,000 to the National Health Service COVID-19 Urgent Appeal by NHS Charities Together and a similar amount to the World Health Organization's COVID-19 Solidarity Response Fund.

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