

HEALTHCARE

## Kering and brands donate \$1M to CDC Foundation to help healthcare workers in the Americas

April 8, 2020



*Kering's Balenciaga brand is producing up to 7,000 surgical masks each week for distribution to French hospitals. Image credit: Balenciaga*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering and its brands will collectively donate \$1 million to the CDC Foundation to support healthcare professionals in the United States and Latin America.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The funds will help the CDC Foundation to offer personal protective equipment and other important supplies to health authorities fighting to curb the spread of the COVID-19 coronavirus.

Leading from the front

The CDC Foundation is the nonprofit authorized by the United States Congress to mobilize philanthropic partners and private-sector resources to support the Centers for Disease Control and Prevention's critical health protection mission.

**Kering** brands such as Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux, as well as Kering Eyewear have pitched in with the Americas effort.

Many of these brands have also contributed cash, masks, hand sanitizers and nonsurgical gear to health authorities in Italy, France and China as the world battles COVID-19.

Kering brands have produced more than 1 million surgical masks and gowns for healthcare personnel in those countries.



*Gucci, like its luxury peers, has put on an enormous show of solidarity and altruism to help health authorities combating the spread of the COVID-19 coronavirus. Image credit: Gucci*

Gucci has been particularly organized about contributing in its Italian home country ([see story](#)).

Balenciaga's Paris ateliers are producing and donating surgical masks, too. A team of volunteers working under strict health protection guidelines is providing up to 7,000 masks each week for distribution to hospitals across France.

Milanese jeweler Pomellato and sister brand DoDo have expressed concern for the rising incidents of domestic abuse against women in Italy as the lockdown continues ([see story](#)). They have donated \$109,000 toward the cause.



*Milanese jeweler Pomellato has initiated a crowdfunding campaign to protect women as reports of an upsurge in domestic abuse pour in with the mandatory confinement in COVID-19-ravaged Italy. Image credit: Pomellato*

The U.S. donation will particularly help healthcare workers in hard-hit states such as New York, New Jersey, California and Florida, and locations in Latin America.

TOPPING THIS effort is Kering's support for A Common Thread the CFDA/Vogue Fashion Fund initiative as well as "Your Friends in New York Want to Help," an organization launched by Kerby Jean-Raymond to create quick local impact within the community.