

JEWELRY

British jeweler Graff's foundation donates \$1M to WHO with supporting message of hope

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Graff is taking an uplifting tone as it contributes toward COVID-19 relief efforts. Image courtesy of Graff

By LUXURY DAILY NEWS SERVICE

British jeweler Graff's foundation is donating \$1 million to the World Health Organization COVID-19 Solidarity Response Fund as it chips in to help those fighting a healthcare crisis that has stopped the world in its tracks.

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The donation is intended to support research, resources, patient care, frontline worker care and supplies, and efforts to develop vaccines, tests and treatments to prevent the COVID-19 coronavirus from spreading. WHO is leading and coordinating global efforts to detect and respond to the pandemic.

"The challenge presented by the pandemic has had a profound effect on all of us at Graff," said Francois Graff, CEO of Graff and also trustee of the Graff Foundation, in a statement.

"As an international business, it has been terrible to witness the speed with which the virus has spread, and the pain and uncertainty it is causing throughout the world," he said.

"The COVID-19 Solidarity Response Fund is a vital tool in the global response to the virus. We are proud to contribute to its life-saving work and support the medical community and key workers who are heroically devoting their lives to caring for others during this global crisis."

Concurrent with the donation, Graff is also running a social and digital campaign called "Hope, Love and Light" to offer those sentiments to its local and global audience.

HOPE LOVE LIGHT

Today, the Graff Foundation is donating US\$1 million to the COVID-19 Solidarity Response Fund in support of the World Health Organization. As trustees of the foundation, the Graff family are proud to pledge their support to aid those on the frontline.

G R A F F

Graff message for COVID-19 relief posted on Instagram. Image courtesy of Graff

Cut differently

Graff has more than 50 retail stores worldwide, dealing mostly in high jewelry with large diamonds.

Like its peers, Graff's stores have been shut to protect customers and employees.

Graff joins a host of luxury groups such as LVMH, Kering, Chanel, Hermès and Estée Lauder Companies that have contributed directly or through their foundations both cash and materials to help health authorities combat COVID-19.

Some luxury marketers are working directly with local and national authorities, while others such as the Graff Foundation are channeling their donations through an international body.



Hope, love and light: diamonds and sentiments from British jeweler Graff as the world confronts the COVID-19 coronavirus and its fallout on lives and livelihoods. Image credit: Graff

The United Nations Foundation and the Swiss Philanthropy Foundation set up the COVID-19 Solidarity Response Fund at WHO's request.

The Graff Foundation donation is being made through the United Nations Foundation.

Most of the financial resources from the COVID-19 fund are directed to countries that need them the most.

SINCE THE start of this month, the COVID-19 Solidarity Response Fund has bought and shipped personal protective equipment to 75 countries and supplied nearly 1.8 million diagnostic kits to 126 countries.

The fund has also created and distributed technical and public health information to millions, and supported drug trials to help save the lives of those most affected by COVID-19.

"COVID-19 is a textbook example of a global problem that requires global cooperation," said Elizabeth Cousens, president/CEO of the United Nations Foundation, in a statement.

"I thank Graff for their commitment to the COVID-19 Solidarity Response Fund," she said. "It could not be more clear that we need to work together across sectors to fight this pandemic."