

APPAREL AND ACCESSORIES

La Perla to donate 10pc of all ecommerce sales to WHO COVID-19 relief

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La Perla will donate 10 percent of online sales to the COVID-19 Solidarity Response Fund in support of the World Health Organization. Image credit: La Perla

By LUXURY DAILY NEWS SERVICE

Italian lingerie brand La Perla is adding cash to in-kind support for health authorities as they battle the spread of the COVID-19 coronavirus that has devastated lives and livelihoods around the world.

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The company will donate 10 percent of all online sales to the **COVID-19 Solidarity Response Fund** hosted by the United Nations Foundation and Swiss Philanthropy Foundation in support of the World Health Organization.

"La Perla, which operates globally with deep roots in Italy, cares for all its employees, customers and community partners," said Pascal Perrier, CEO of La Perla, in a statement.

"It is natural we all play a role in helping the brave groups battling this pandemic," he said.

In addition to lingerie, La Perla is also invested in swimwear and sleepwear.



New: La Perla Beatrice thong in beige embroidered tulle. Image credit: La Perla

Online support

Reaching out to customers and prospects via email and social media, La Perla is pitching that **every purchase made on LaPerla.com** is a support to WHO's efforts to prevent, detect and respond to the ongoing pandemic.

Like its Italian peers in fashion and jewelry including Gucci and Bulgari, La Perla has donated protective gear to medical personnel (**see story**).

The company gave 10,000 masks in its homebase of Bologna to support the local municipality, care-workers and the vulnerable living in residential care homes.

La Perla also donated 10,000 masks to the Porto City Hall Field Hospital in Portugal.

"During this challenging time, the safety and well-being of La Perla's customers and dedicated team members around the world remains the utmost priority," the company said.

"La Perla is closely monitoring the situation as it evolves and responding accordingly with caution and care to the advice from the World Health Organization, as well as other respected authorities in all of our operating markets."