

APPAREL AND ACCESSORIES

## Loewe supports children's educational projects in COVID-19 relief

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*Loewe factory making masks for health workers fighting the spread of the COVID-19 coronavirus. Image courtesy of Loewe*

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By LUXURY DAILY NEWS SERVICE

Spanish fashion label Loewe is paying attention to children as it contributes to the fight against the COVID-19 coronavirus.

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The LVMH brand will donate 40 euros to education projects for every product of the Paula's Ibiza collection sold between May and August in Loewe stores and on loewe.com. The company has already donated 500,000 euros.

"Joy, in these troubled times, means to maintain a positive outlook on things," said Loewe CEO Pascale Lepoivre and artistic director Jonathan Anderson in an open letter. "Children are joy and deserve joy."

Based in Madrid, **Loewe** makes leather goods, apparel, fragrances and accessories, with 2018 revenue of \$341.1 million. It is one of the world's oldest luxury brands, founded in 1846.



*A Loewe employee making a mask for health workers fighting the spread of COVID-19. Image courtesy of Loewe*

#### Early start

Loewe is partnering with Plataforma de Infancia a Spanish alliance of social organizations that works to protect children and adolescents' rights to debut a series of educational programs this summer in Spain aimed at reducing inequality and school-dropout rates.

In addition to the children's initiative, Loewe is donating 100,000 surgical masks to the Spanish Red Cross.

The company is also producing non-surgical masks at its Getafe factory for distribution to volunteer workers, Loewe employees and their families.

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