

APPAREL AND ACCESSORIES

## Gucci and parent Kering take bold stand against racism, police violence in US

June 3, 2020



KERING AND ITS BRANDS STAND IN  
SOLIDARITY AGAINST RACISM.

*French conglomerate Kering and its brands such as Gucci have taken a firm, bold stand against racism and police brutality in the United States. Image credit: Kering*

---

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci will pause U.S. operations June 4 as a day of reflection and to honor George Floyd and many others who lost their lives to police brutality.

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

The daylong pause will include Gucci's corporate offices, client services teams and retail stores. The news coincides with a letter titled "Our Commitment" on racial injustice signed by Gucci CEO Marco Bizzarri, creative director Alessandro Michele and company employees and posted to Instagram and Twitter.

"Together with the world, we mourn the death of George Floyd, and the many Black men and women we have lost before him," the letter said. "We stand with those demanding justice for the violence against them.

"Our unity to combat racism and to fight for equality, as individuals and as a company, is stronger than ever. Injustice and discrimination in all their forms cannot be allowed to prevail.

"As Changemakers, we join the fight to end systemic racism, bigotry, police violence and oppression.

"We stand in solidarity and in action with the Black community that has always supported us."

## Our Commitment

Together with the world, we mourn the loss of George Floyd, and the many Black men and women that we have lost before him. We stand with those demanding justice for the violence against them.

Our unity to combat racism and to fight for equality, as individuals and as a company, is stronger than ever. Injustice and discrimination in all their forms cannot be allowed to prevail.

As Changemakers, we join the fight to end systemic racism, bigotry, police violence and oppression.

We stand in solidarity and in action with the Black community that has always supported us.

**Marco Bizzarri, Alessandro Michele  
and all the Gucci Employees**

*Gucci has been amongst the most forward-thinking brands on social issues. The brand's senior management wasted no time on making their feelings known on racism, as their social media posts show. Image credit: Gucci*

### Protecting fabric

Via Gucci's North America Changemakers Impact Fund, the company will support with donations to the NAACP, Campaign Zero and Know Your Rights Camp, in addition to parent Kering's commitment on behalf of all Kering brands.

The additional donations on top of Kering's commitment are to organizations with which **Gucci** has already has existing relationships.

Gucci has supported the NAACP in the last year via the organization's NAACP awards.

The brand has also been working with Colin and Know Your Rights Camp for more than a year.

Moreover, Campaign Zero founders Deray McKesson and Brittany Packnett are both part of Gucci's North America Changemakers Council.

The recent donations are in line with Gucci's goals to cultivate equity, foster opportunity and increase diversity in local communities and the luxury business, the company said.

### No shades of grey

Separately, Gucci parent **Kering** also put out a statement expressing solidarity against racism.

"Kering and all its brands stand in solidarity against racism," the Paris-based employer of 38,000 people worldwide said.

"Too many Black lives have been lost in the fight for equality in America. We will not stand by silently.

"Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ulysse Nardin, Girard-Perregaux and Kering Eyewear acknowledge that words alone are not enough and want to contribute to organizations focused on combating systemic racism and ending police violence towards the Black community in the United States."

The company June 2 made a donation to the NAACP, which fights to eliminate race-based discrimination in the United States.

Another donation was made to Campaign Zero, an organization that aims to cut police violence in the United States.

"Every day, the group and its brands will continue to develop initiatives and internal programs to foster respect, equality and fairness, recognizing that it is a journey and we are committed to continuously doing the work," Kering said in the statement.

[View this post on Instagram](#)

Through Gucci's North America Changemakers Impact Fund, we will support with donations to @NAACP, @campaignzero and @yourrightscamp, in addition to @Kering\_official's commitment on behalf of all @Kering\_official brands. On Thursday, June 4th all Gucci operations in the United States will pause for employees to have a day of mourning, honor the lives lost, and recommit ourselves to being part of the solution.

A post shared by Gucci (@gucci) on Jun 2, 2020 at 4:59pm PDT

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.