

EVENTS/CAUSES

Kering and member brands to support singer Mika's "I love Beirut" benefit concert

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Kering and its brands are supporting the "I Love Beirut" concert Sept. 19. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering and its labels will support a concert organized by Lebanese-British singer Mika to benefit the victims of the double explosion in Beirut on Aug. 4.

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The Paris-based holding company and its constituent brands Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ulysse Nardin, Girard-Perregaux and Kering Eyewear will support "I Love Beirut," the benefit concert scheduled for Sept. 19.

Kering is the first luxury conglomerate to throw its weight behind a major fundraising effort for Beirut.

Full-throated support

The benefit concert will be streamed on YouTube in four different time zones.

Tickets are **available online** and all profits along with the money from a **fundraising campaign** being run in parallel will be donated to the Lebanese Red Cross and Save the Children Lebanon.

Starting with his 2007 debut album *Life In Cartoon Motion* featuring *Grace Kelly*, Mika has sold more than 10 million records and is a certified Gold and Platinum artist in 32 countries worldwide.

Mika is Grammy-nominated, won a *Brit Award* and went on to release three additional platinum-selling albums, *The Boy Who Knew Too Much*, *The Origin of Love* and *No Place In Heaven*. His latest album, *My Name is Michael Holbrook*, was released last October and was followed by the start of a World Tour.