

MARKETING

Luxury labels push pink products to fund Breast Cancer research

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Este Lauder is looking to end breast cancer. Image credit: Este Lauder

By ELLEN KELLEHER

From Jimmy Choo to Ralph Lauren, luxury brands are rolling out a suite of pink products and donations in honor of Breast Cancer Awareness this month.

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The yearly campaign encourages brands and retailers to market a range of all things pink and proceeds from sales are put towards breast cancer research. October has become the month for brands to embrace a solid cause and show how philanthropy can coexist with business.

"As a society, we're searching for some sense of normalcy during this unfortunate pandemic," said Dalia Strum, educator at [The Fashion Institute of Technology](#) and founder of the branding agency [RethinkConnect](#), New York. "It's important that we re-focus our energy on supporting these initiatives."

Pink power

As luxury consumers become more values-conscious, it is critical for brands to share their philanthropic sides including raising funds for breast cancer research and awareness organizations.

French fashion label Balenciaga has rolled out an entire capsule collection, which features hoodies and long-sleeve t-shirts featuring the "We are Pink" slogan.



Balenciaga's We Are Pink collection has a streetwear aesthetic. Image credit: Balenciaga

Ten percent of the profits from the collection will be given to Institut Curie, France's well-known center for breast cancer treatment and research.

Founded in 1992, Este Lauder's yearly Breast Cancer campaign has raised more than \$89 million to support research and education, partly through donations to the Breast Cancer Research Foundation (BCRF).

This year, the Este Lauder Companies are pushing a new social media angle. During the month of October, Este Lauder Cos. will donate \$25 to BCRF for every public Instagram or Facebook post which features both #TimeToEndBreastCancer and #ELCdonates together.

U.S. fashion label Ralph Lauren will donate 100 percent of the purchase price from the sale of its "Live Love" pink t-shirt will be donated to the Pink Pony fund of Ralph Lauren's corporate foundation or to an international network of cancer charities. The tees are also sold in Arabic, Chinese and Japanese.

Additionally, a quarter of the purchase price of the clothing in the brand's entire Pink Pony collection, which includes classic pink sweaters and a Pink Pony fragrance, will be donated.



Part of the proceeds of the pink flower strass heels benefit BCRF. Image credit: Roger Vivier

Footwear label Jimmy Choo has introduced its own collection of hot-pink stilettos, expensive sneakers and handbags as part of its campaign. Similarly, French footwear label Roger Vivier is donating 10 percent of each pair of pink flower Strass pumps sold during the month of October to the BCRF.

British fashion designer Stella McCartney, whose mother Linda died of breast cancer, continues to support research and donate post-mastectomy bras as part of the her label's philanthropic efforts.

U.S. jeweler David Yurman has introduced a line of jewelry that will see 20 percent of every sale go to the Breast Cancer Research Foundation. Through this partnership, now in its 13th year, David Yurman has raised more than \$1.45 million for the foundation.

Philanthropic passions

Breast cancer awareness is not the only cause which luxury brands have embraced to showcase their values.

To support girl power and equality between the sexes, a number of luxury brands have gotten behind feminist causes and come out in honor of International Day of the Girl.

Marking the occasion, Cl De Peau Beaut and Chlo have entered partnerships with UNICEF while other brands remain more focused on female empowerment ([see story](#))

Earlier this year, U.S. department store chain Nordstrom expanded its Nordstrom Made commitment to introduce its 2025 human rights goals as a means to offer its customers a selection of products manufactured in a responsible way.

The Nordstrom Made commitment, came ahead of International Women's Day on March 8, and focused on driving systemic change for positive labor practices, creating transparency and empowering women working in its global supply chains ([see story](#)).

"It's important to make sure these industries maintain support towards essential causes where they're not just sales driven but they truly value giving back," Ms. Strum said.

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