

APPAREL AND ACCESSORIES

Louis Vuitton raises funds for children in need

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Louis Vuitton Silver LockIt bracelet and DouDou Louis teddy bear. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is continuing its partnership with global nonprofit UNICEF to raise donations for children in need.

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In support of its #MakeAPromise campaign, Louis Vuitton has committed to raising awareness and funds to support UNICEF's work to provide conflict and disaster affected children with access to water, sanitation, nutrition, education, health and protection services. For this effort, Louis Vuitton has added four new colors of the Silver LockIt bracelet and launched its first DouDou Louis teddy bear.

#MakeAPromise

Inspired by the tumbler lock invented by Georges Vuitton in 1890 to protect customers' most prized belongings, the Silver LockIt was chosen as a symbol of sealing one's promise to help children at risk.

By purchasing the Silver LockIt and DouDou Louis, customers have the opportunity to help children in vulnerable situations. Since its launch, the Louis Vuitton for UNICEF partnership has raised nearly \$13 million for children at risk.

Louis Vuitton for UNICEF

For each sale of the Silver LockIt pendant or bracelet, \$200 is donated to UNICEF. Louis Vuitton also encourages its staff members, partners and clients to make direct donations to UNICEF, both throughout the year and especially during emergencies.

Incorporating recycled silver and organic cotton cord for the first time, the four new bracelets feature the padlock as well as the LV signature circular logo. In an array of pastel colors, the DouDou Louis teddy bear is made from organically farmed cotton and is embossed with the signature monogram textile with embroidered monogram flower blue eyes.

Last year, Louis Vuitton creative director Virgil Abloh designed the philanthropic campaign's Silver LockIt bracelets, taking inspiration from his spring/summer 2020 menswear collection, with four color tones: black, orange, celadon

green and a blue with hints of yellow ([see story](#)).

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