

EVENTS / CAUSES

Luxury celebrates, elevates women on International Women's Day and beyond

March 8, 2021



Many luxury brands have used International Women's Day to highlight new initiatives and programs being implemented to elevate women. Image credit: Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Several luxury brands are celebrating International Women's Day 2021 by highlighting new initiatives and programs designed to support women.

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

Prada, Jaguar Land Rover, LVMH, Net-A-Porter and others have highlighted individual efforts to support, promote, educate and help further the success of women. The initiatives introduced today include Prada Group partnering with UNESCO to assist girls' education, Jaguar Land Rover producing a social media series celebrating its female employees, Guerlain announcing its Women for Bees program, Net-A-Porter's #PowerToChange collection and more.

Today and beyond

Although International Women's Day is a single day, the efforts and programs that are announced on this day aim to create lasting positive effects for women everywhere.

Italian fashion conglomerate Prada Group announced a recent development of its continued partnership with the United Nations Educational, Scientific and Cultural Organization (UNESCO) on an initiative called "Keeping Girls Connected," aiming to promote and assist girls' continued education and safe returns to school. The program is aiming to specifically assist students in Africa and to assist girls' continued education and safe returns to school ([see story](#)).

British automaker Jaguar Land Rover commemorated International Women's Day with a social media series highlighting its female employees, with each post featuring a female employee who will elaborate on her work. The automaker has also partnered with The Wing, a community of women across the country and world who work to help women connect, network and succeed in workspaces throughout major cities in the United States.

Under French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton, French beauty label Guerlain announced its launch of a beekeeping entrepreneurship program called "Women for Bees." The program is a result of the label's partnership with UNESCO and is a program that is aiming to help women become beekeepers and

contribute to the repopulation of bees.

LVMH is also offering male and female staff at Tiffany & Co. to participate in a series of events and webinars in March for Women's History Month. The theme is #ChoosetoChallenge and the jewelry house is asking its teams to envision a better future that accelerates gender equality.

French fashion house Christian Dior has an online event scheduled for March 31 in partnership with UNESCO. This is a part of the Women@Dior mentoring program that has become part of UNESCO's Global Education Coalition.



Net-A-Porter has launched a campaign in partnership with Women for Women International. Image courtesy of Net-A-Porter

Online retailer Net-A-Porter has launched a campaign in partnership with Women for Women International, inviting its global audience to participate. The online retailer is donating 100 percent of profits from the sales within this collection and to Women for Women International and \$1 to the foundation for every public social media post tagged #PowertoChange from March 1 to March 8.

The One Drop Foundation announced its new ambassador, professional equestrian show jumper, mother and author, Georgina Bloomberg. The partnership is highlighting the belief that every mother, woman and child should have the chance to experience their own form of female empowerment.

Ms. Bloomberg is beginning the collaboration with One Drop by supporting a fundraising campaign on Every.org/onedrop. She is hoping that the campaign will inspire others to give.

"I have been touched by the work One Drop does in healthcare facilities to make sure health care practitioners have what they need to help women give birth in safe conditions, and how they also support local women entrepreneurs," Ms. Bloomberg said in a statement. "I look forward to using my voice to further the One Drop Foundation's critical work."

© 2021 Napean LLC. All rights reserved.

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