

SUSTAINABILITY

## Brands build buzz around World Bee Day

May 20, 2021



*Guerlain has been a longtime protector of bee populations. Image credit: Guerlain*

By LUXURY DAILY NEWS SERVICE

Luxury brands are celebrating World Bee Day to highlight their commitment to sustainability and biodiversity.

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

The United Nations has designated May 20 as World Bee Day to showcase how vital the buzzing pollinators are to the planet's ecosystems. With bees and other pollinators under threat by human activities, brands are taking the opportunity to tout their efforts to save the bees.

### Buzzing brands

French beauty label Guerlain has been linked to the insects since 1853, when the maison introduced its iconic Bee bottle.

This year, Guerlain is looking to raise 1 million euro, or about \$1.2 million at current exchange, between May 20 and May 22, the International Day for Biological Diversity.

### *Bee Stories educates consumers about the powerful pollinators*

Guerlain is donating 20 percent of its worldwide sales through May 22 to the Guerlain For Bees Conservation Program, which was established in 2011. The brand will also contribute 20 euro, or \$24.46, for every share of its buzzworthy Instagram post with the hashtags #WorldBeeDay and #GuerlainForBees.

"A fundraising drive of this magnitude is unprecedented for Guerlain," said Ccile Lochard, director of sustainability at Guerlain, in a statement. "Our goal is to go even further in our commitment to bees, these wonders of nature that inspire our creations and guide our commitments."

To celebrate #WorldBeeDay 2021, Guerlain aims to raise up to 1 million to help save the Bee. For every share of our Instagram post between 20/05 and 22/05, Guerlain will donate 20 to the Guerlain For Bees Conservation Programme.

Read on to find out how to participate [pic.twitter.com/lhODicwCfA](https://pic.twitter.com/lhODicwCfA)

Guerlain (@Guerlain) **May 20, 2021**

### *Guerlain's World Bee Day efforts are extensive*

To promote its Women For Bees initiative in support of women beekeepers, Guerlain turned to its brand ambassador Angelina Jolie. The filmmaker, actor and humanitarian posed for *National Geographic* and photographer Dan Winters while **covered in live bees**.

Hospitality group Fairmont Hotels & Resorts also spotlighted its bee protection efforts. The brand has hives and bee environments at properties in North America, Europe, Africa and Asia.

Meanwhile, Italian automaker Automobili Lamborghini, together with its own bee population of around 600,000, honored World Bee Day with a new technological beehive. Lamborghini's bee project has recently been enhanced with an experimental biomonitoring study of solitary bee colonies (**see story**).

Finally, British automaker Rolls-Royce marked World Bee Day by appointing eight-year-old Poppy Liddle as its first junior beekeeper at the Goodwood Apiary.

We're delighted to announce that Poppy Liddle, aged eight, has become the first-ever Junior Beekeeper at the Goodwood **#Apiary**.

Poppy's own beehive was stolen earlier this month and, moved by her story, we arranged her first visit to our Apiary.

See you soon, Poppy! **#WorldBeeDay** [pic.twitter.com/3ejn7AoLI5](https://pic.twitter.com/3ejn7AoLI5)

Rolls-Royce Motor Cars (@rollsroycecars) **May 20, 2021**

### *Rolls-Royce has a collection of beehives at Goodwood*

She was honored with a special certificate, a chauffeur-driven ride in a Ghost from school to Goodwood and a bottle of "Rolls-Royce Honey." The junior beekeeper will return to help harvest this year's honey later this year.

"World Bee Day is an important event in our calendar," said Richard Carter, director of global communications and chief beekeeper at Rolls-Royce, in a statement. "It represents all the values and vital issues that led us to first establish the Rolls-Royce Apiary and now our first international operation in Dubai.

"We are delighted to support it as part of the worldwide beekeeping community," he said.