

NONPROFITS

Louis Vuitton, Virgil Abloh pledge \$380,000 to UNICEF programs

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Virgil Abloh expands on the Louis Vuitton for UNICEF partnership with youth programs in Ghana. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton and menswear creative director Virgil Abloh have taken the initiative to support UNICEF education programs in Ghana.

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On Aug. 12, 2021, coinciding with International Youth Day, UNICEF will launch Generation Unlimited (GenU), a program focused on youth and entrepreneurship in Ghana. The program will feature interactive Masterclass discussions and themes focused on creativity and becoming a positive change-maker in one community, one of which will be led by Mr. Abloh.

Continued efforts

In continuation of the brand's #MakeAPromise campaign to raise awareness and funding for UNICEF to support vulnerable children around the world, Mr. Abloh designed Silver Lockit bracelets whose sales would contribute to UNICEF's effort.



Virgil Abloh-designed Silver Lockit bracelets. Image credit: Louis Vuitton

For every bracelet sold, Louis Vuitton donated \$100 to help fund UNICEF activities and programs to support conflict

and disaster-affected children, including access to water, nutrition, health and protection services ([see story](#)).

Doudou Louis, the Louis Vuitton for UNICEF teddy bear, is also part of the campaign. Made from organic cotton, the monogram-printed textile covers the teddy bear, with embroidered monogram flowers making up Doudou Louis' eyes.

For every Doudou Louis bear sold, the brand donates \$200 to UNICEF ([see story](#)).

To date, the brand has raised more than \$13 million.

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