

NONPROFITS

## Luxury brands join Generation Equality Forum

July 2, 2021



*Generation Equality Forum is a global gathering for gender equality, convened by UN Women and co-chaired by France and Mexico. Image credit: Generation Equality Forum*

By LUXURY DAILY NEWS SERVICE

French conglomerate Kering and beauty group the Esté Lauder Companies are among the luxury players partnering with the nonprofit organization UNICEF to bridge the gender divide in connectivity, skills, jobs and online safety during the the Generation Equality Forum.

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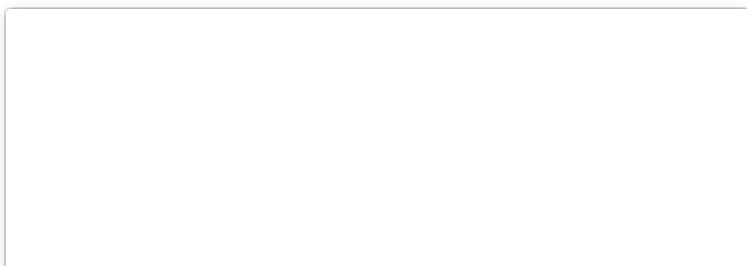
The Forum, which began earlier this week, is a worldwide gathering to support gender equality, organized by **UN Women** in partnership with young people and civil society groups. Companies have promised to invest in learning about young women's digital realities, design sustainable financing mechanisms to close the gender divide and use technology as a solution to address gender-based violence.

### Gender inequality

According to **UNICEF**, more than 50 percent of women are offline in low- and middle-income countries, and are 20 percent less likely than men to own a smartphone.

Only 14 percent of girls who were top performers in science or mathematics expected to work in science and engineering, compared to 26 percent of top-performing boys. In a recent survey of 14,000 girls in 31 countries, 58 percent had been harassed and abused online.

Beauty brand Cl de Peau Beaut has partnered with UNICEF with its Serum fragrance, donating proceeds from each bottle to help girls access skills, secure jobs of the future and improve financial agency and self-sufficiency.



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A post shared by Cle de Peau Beaute US (@cledepeaubeaute..

### *Cle de Peau Beauté is supporting girls' education*

In a speech at the opening ceremony of the Forum in Paris, François-Henri Pinault, the chairman and CEO of Kering, announced an increase in the group's existing support for combating violence against women.

The Kering Foundation will provide \$5.9 million over five years to help finance, along with the government, the opening of 15 centers in France to provide shelter, care and support for women who are victims of violence ([see story](#)).

Violence against women is a major public health challenge, and is generating growing public awareness.

According to France's national statistical body [INSEE](#), and its observatory of delinquency and the penal system [ONDRP](#), nearly 220,000 women aged between 18 and 75 face domestic violence, while more than 450,000 are victims of non-domestic violence. Meanwhile, nearly 60,000 adult women living in France have suffered genital mutilation.

The Esté Lauder Companies Charitable Foundation also announced it is the inaugural corporate sponsor of [Co-Impact's new Gender Fund](#) to accelerate progress towards gender equality.

Launching at the end of 2021, it aims to raise and invest \$1 billion over 10 years to support predominantly women-led organizations in the Global South. The focus will be on transforming systems, advancing women's power, agency and leadership at all levels and shifting harmful gender norms.

"We firmly believe that it is our responsibility and our privilege to use our resources and our platform to work to achieve gender equality and equity around the world," said Sara Moss, vice chairman of The Esté Lauder Companies, during remarks at the Generation Equality Forum. "Today, The Esté Lauder Companies and our Foundation pledge to continue to make sustained financial investments to close the gender gap and we commit to leverage our business, our innovation, and our platform to make gender equality a reality."

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