

FRAGRANCE AND PERSONAL CARE

## Lancme spotlights support for women's literacy with Lupita Nyong'o

September 8, 2021



*In collaboration with Care International, Write Her Future has programs in several countries, including Guatemala (pictured). Image credit: Lancme*

By LUXURY DAILY NEWS SERVICE

L'Oreal's Lancme brand is celebrating the 50,000 women who have thrived in its [Write Her Future](#) program in honor of International Literacy Day on Sept. 8.

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Lancme is expanding the program that launched in 2017, aiming to reach 100,000 women by the end of next year. The Write Her Future program reflects the brand's commitment to empowering women through access to literacy, mentoring and entrepreneurship.

"At Lancme, we continue to accelerate our global transformation by further expanding our cause mission into mentorship and entrepreneurship," said Françoise Lehmann, global brand president at Lancme, in a statement.

"Our priority is to scale up our programs in order to deliver on our ambitions and ultimately allow all women to become authors of change, starting with themselves, their families and beyond."

Empowered women empower women

Launched in partnership with NGO CARE International, Write Her Future aims to address and eradicate female illiteracy around the globe.

Lancme enlisted the help of ambassador Lupita Nyong'o for a new short film, in which the actress discusses the importance of all women having access to educational resources.

*Lupita Nyong'o discusses the importance of access to educational resources for women*

Ms. Nyong'o also announced that Lancme will partner with the NAACP to provide mentorship, workshops, and scholarships to young women of color in the U.S. who are college-bound.

This year, the beauty brand is celebrating program milestones and achievements.

In Morocco, CARE International has implemented pre-school and school education programs, benefitting 1,635 children and 1,516 parents and today, 1,100 women can support their children with schooling.

In Guatemala, Write Her Future has benefited more than 5,000 young women excluded from the educational system, as well as an additional 5,460 other women older than 35-years-old who have had no access to education. In Thailand, the program has also given 2,578 women access to literacy classes, empowering them to share their knowledge with other women.

As the program looks to evolve in 2022, there will be an added focus of sharing knowledge via digital solutions, fostering two key pillars of the program, online mentorship and entrepreneurship.

In 2018, Lancme pledged 2 million euros, or about \$2.5 million at current exchange, through the initiative to tackling female illiteracy over the following five years. About 76 million women around the globe are unable to read or write, skills that Lancme sees as important to find a voice and a means of self expression ([see story](#)).

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