

NONPROFITS

Brands encourage young girls through STEM-focused initiatives

October 11, 2021



Maisy, a 17-year-old youth activist, stepped in as CEO of McLaren Automotive for one day. Image courtesy of McLaren

By LUXURY DAILY NEWS SERVICE

In time for [International Day of the Girl Child](#) on Oct. 11, luxury brands are empowering young girls to pursue education and careers in science and engineering.

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In 2011, the United Nations General Assembly declared October 11 as International Day of the Girl Child to recognize girls' rights and the challenges they face around the world. From skincare and beauty to automotive, brands like Shiseido's Cl de Peau Beaut and McLaren have launched new initiatives focused on equal access to education, encouraging young adults, especially young girls to go into STEM fields.

"With education continuity in crisis, we are delighted to take the spirit of 'The Power of Radiance' program and create tangible, meaningful change through inspiring young girls to explore STEM subjects through play," said Yukari Suzuki, chief brand officer at Cl de Peau Beaut, in a statement.

"We hope to inspire others to play their part and join us in paving a way for a more radiant and equal society."

Celebrating, encouraging young girls

Cl de Peau Beaut has launched a STEM-focused game to help reignite excitement for learning amongst young children.

Cl de Peau Beaut began its partnership with UNICEF in 2019 and launched its philanthropic initiative "The Power of Radiance" as a vehicle to recognize the efforts of individuals who have taken action to drive positive change in their communities through education, skills development and empowerment.

This year, Cl de Peau Beaut's "Power of Radiance" program invites educators, parents and children to learn more about the importance of STEM education and explore the STEM game.

The "Power of Radiance Awards" program grant will be funded from global sales Cl de Peau Beaut's The Serum, a philanthropic initiative launched earlier this year ([see story](#)).

[View this post on Instagram](#)

A post shared by Cle de Peau Beaute (@cledepeaubeaute)

Established in 2019, Cle de Peau Beaut's "Power of Radiance" program encourages change through education and empowerment

To honor International Day of the Girl Child, in partnership with nonprofit Plan International, McLaren Automotive invited a 17-year-old youth activist, Maisy, to be CEO of the company for a day.

Maisy led her executive team in strategic decisions, and collaborated with several of the company's women business leaders, engineers, scientists and designers.

By putting Maisy in charge of the company for a day, McLaren hoped to provide her an understanding of the process of designing, engineering, building and marketing supercars. She also helped hand-build a McLaren Artura.

"My day as CEO of McLaren Automotive was full of incredible moments but being part of building a supercar was amazing, and that's not something many people can say," Maisy said, in a statement. "Plan International is about smashing stereotypes, changing attitudes and unlearning lessons because a lot of girls think they should be playing with dolls and not cars, and that's not right.

"This partnership between McLaren Automotive and Plan International is inspiring young women to consider STEM careers and achieve their full potential."

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