

NONPROFITS

Gucci, Chlo show support for vaccines, gender equality

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The Chlo x UNICEF collection will support gender equality programs. Image credit: Chlo

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci and French fashion house Chlo are supporting UNICEF's efforts toward equitable COVID-19 vaccine delivery and gender equality programs, respectively.

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Building on its commitments to fighting the COVID-19 pandemic, Gucci is supporting UNICEF's global vaccine delivery strategy of up to 200,000 vaccines. To celebrate UNICEF's 75th anniversary, Chlo has designed a new capsule collection with 100 percent of the proceeds going to UNICEF's gender equality programs.

"Even before COVID-19 was technically defined as a pandemic, we knew only science would help us emerge from the darkness, and we made a clear commitment with these words: we are all in this together," said Marco Bizzarri, president and CEO of Gucci, in a statement.

"After almost two years, we believe in this affirmation, more than ever if vaccines aren't available to all, the pandemic will never truly end," he said. "This is why we created an internal initiative in which the entire company all 20,000 of us at Gucci, united as one will donate 200,000 COVID-19 vaccine kits to UNICEF."

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In December 2020, Gucci donated \$500,000 to UNICEF USA, with an additional \$100,000 on behalf of the Gucci Community.



Gucci has contributed more than \$20 million to UNICEF since 2005. Image credit: UNICEF

In support of UNICEF's work in preparing for the roll-out of COVID-19 vaccines, this included logistics to forecast demand, the preparation of cold chains and the advance purchasing of supplies ([see story](#)).

The COVID-19 vaccine donation is the latest of a series of initiatives within the long-term collaboration between Gucci and UNICEF, which first started in 2005.

To date, Gucci has helped UNICEF in procuring and delivering 600 million COVID-19 vaccine doses to 144 countries and delivering more than 609,000 COVID-19 PCR and antigen rapid diagnostic tests to 55 countries.

With Chlo's support, UNICEF will reach 6.5 million adolescent girls and young women around the world with skills to advance in the workplace.

The Girls Forward initiative aims to provide digital and technology skills as well as entrepreneurial education for girls.

The Chlo x UNICEF collection will be available for purchase starting Dec. 31, 2021.

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