

MARKETING

## Luxury brands honor Martin Luther King Jr

January 17, 2022



Each year, Martin Luther King Jr. Day is celebrated on the third Monday of January. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

In honor of Martin Luther King Jr. Day, various luxury brands are paying homage to the American civil rights activist through social media messaging and philanthropic efforts.

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Private aviation firm Wheels Up took to Twitter with inspirational messaging, while U.S. department stores Nordstrom and Neiman Marcus announced new initiatives and donations made to nonprofit organizations. Martin Luther King Jr. Day is an annual federal holiday in the United States marking the birthday of the Civil Rights Movement leader.

### Honoring Dr. King

In remembrance and celebration of Dr. Martin Luther King Jr., Neiman Marcus Group announced it reached the \$1 million mark in donations to its long-time partner [Boys & Girls Clubs of America](#).

The group has partnered with the youth organization for the past 4 years to provide a safe place for children to learn and grow, serving, on average, 4.3 million young people per year in more than 4,700 facilities.

The \$1 million donation amount equates to one million healthy after-school snacks or 100,000 hours of homework help for Boys & Girls Clubs in communities across the United States.

The retailer also partnered with the Fort Worth Symphony Orchestra to be a presenting sponsor for the performance of Lyric of Strings, written by George Walker, the first Black composer to win the Pulitzer Prize for Music.

Giving back is essential to the Wheels Up DNA, and we thank our partners, colleagues and Members for making that possible. We are steadfast in our commitment to fulfilling the legacy of Dr. King in serving others. [pic.twitter.com/ybO3e6pCHX](https://pic.twitter.com/ybO3e6pCHX)

Wheels Up (@WheelsUp) [January 17, 2022](#)

Nordstrom celebrated Dr. King with a day of service and listed commitments toward inclusivity and diversity.

"We know there is still a lot of work to be done to create a more diverse, inclusive and anti-racist company for our customers, employees, partners and communities," the company stated on its website.

It commits to investing \$50 million in communities where it operates by 2025 through corporate philanthropy and doubling charitable giving to nonprofit organizations that promote anti-racism, for a total of approximately \$1 million per year by 2025. a year by 2025.

Nordstrom also intends to deliver \$500 million in retail sales from brands owned, operated or designed by Black and/or Latinx individuals by the end of 2025 and increase the representation of Black and Latinx populations by at least 50 percent in people-manager roles at the mid-and senior levels by the end of 2025.

In partnering with the 15 Percent Pledge, Nordstrom intends to grow its purchases from Black-owned or founded businesses by 10 times by the end of 2030.

In September 2021, Nordstrom expanded its inclusive beauty offerings, introducing four new Latinx-founded brands ([see story](#)).

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