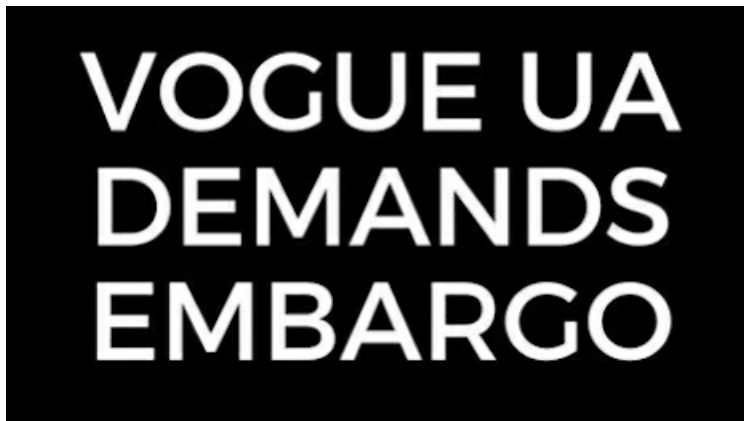


MEDIA/PUBLISHING

Vogue Ukraine implores fashion brands to join Russian embargo efforts

March 2, 2022



Vogue Ukraine took to Instagram imploring brands to enforce a fashion embargo on Russia. Image credit: Vogue Ukraine/Instagram

By LUXURY DAILY NEWS SERVICE

Cond Nast's *Vogue Ukraine* is calling on fashion and luxury brands to place an embargo on Russia as the country's invasion of Ukraine continues to unfold.

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In an [Instagram post](#) from March 2, the publication implored brands to cease any collaborations on Russia's market. *Vogue Ukraine* also appealed specifically to several luxury brands to cease working with the country, tagging brands in the post.

"In the wake of unprecedented military aggression from the Russian Federation and the growing humanitarian crisis in *Ukraine* *Vogue UA* urges all international fashion and luxury conglomerates and companies to cease any collaborations on the aggressor's market effective immediately," the Instagram post read.

Calls for action

In the Instagram post calling for an embargo, the publication tagged several of its luxury partners, including LVMH, Kering, Richemont, Prada, Chanel, Herms, Dolce & Gabbana and Burberry.

Vogue Ukraine also asked for the measures to apply to brands that produce and also distribute and sell fashion goods, accessories, fine jewelry and watches and luxury lifestyle products in the Russian market.

"Showing your conscience and choosing humanity over monetary benefits is the only reasonable stand one can take in confronting the violent behavior of Russia," the statement read.

Vogue UA closed its statement urging the global fashion industry to not stay silent during this time and to use its voice in advocacy for the citizens of Ukraine.

For its part, *Vogue Russia* shared an [Instagram post](#) calling for peace.



[View this post on Instagram](#)

A post shared by Balenciaga (@balenciaga)

Balenciaga is showing support for Ukraine on social media

French fashion house Balenciaga also wiped its Instagram account clean of posts, leaving only one which is a photo of the Ukrainian flag. The brand has also shared information about the [World Food Programme](#) on social media, encouraging followers to join Balenciaga in donating to the organization.

Additionally, French luxury conglomerate Kering, Balenciaga's parent company, [shared](#) it will make a "significant contribution" to the United Nations Refugees Agency (UNHCR) in support of Ukrainian refugees. Kering's Gucci and its Chime for Change program also [announced](#) a \$500,00 donation to UNHCR.

Italian fashion Valentino [pledged](#) 500,000 euros, or about \$556,000 at current exchange, to UNHCR as well.

Other luxury brands are starting to go public with their support for Ukraine.

British fashion house Burberry is supporting relief efforts in Ukraine as the Russian invasion continues. On March 2, Burberry announced its plans to aid relief efforts with a donation to the British Red Cross Ukraine Crisis Appeal ([see story](#)).

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