

APPAREL AND ACCESSORIES

FHCM, BFC encourage charitable support for Ukraine

March 4, 2022



Luxury brands are showing support for Ukraine.

By LUXURY DAILY NEWS SERVICE

Fashion industry groups are joining their members in showing support for Ukraine amid the ongoing invasion.

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Both the Fashion Group Foundation and France's Federation de la Haute Couture et de la Mode (FHCM) are raising funds for organizations on the ground in Ukraine. Additionally, the British Fashion Council is reiterating its condemnation of Russia's invasion.

"The Ukrainian people have been forced into a humanitarian crisis, as more than a million refugees are now escaping the rising dangers of this war," said Ralph Toledano, president of the FHCM, in a statement.

"It is vital that we act on our support, which is why we have asked all our members to contribute to urgent relief efforts," he said. "Their donations to the Ukrainian people will be made through the UNHCR, the UN Refugee Agency."

Showing solidarity

FHCM Is joining several luxury groups and brands, including Kering and Valentino, in donating to the United Nations Refugee Agency. Its extensive list of members includes Alexander McQueen, Balmain, Dior, Givenchy and Lanvin.

The Fashion Group Foundation, part of Fashion Group International, has launched a [campaign fundraising for Delivering Good](#).

The organization works with retailers, manufacturers, foundations and individuals to provide people impacted by poverty and tragedy with new merchandise including apparel, accessories, home furnishings and other useful items effectively distributed through a network of agency partners to offer hope, dignity and self-esteem to at-risk children, families, and individuals.

"As a global organization with connections around the world, Fashion Group Foundation has established a fund: 'Fashion Group Help Ukraine' and is reaching out to our partners and community for support," said Maryanne Grizz, president/CEO at Fashion Group International, in a statement.

The Fashion Group Foundation has set an initial goal of \$100,000.

The BFC is also encouraging its members to make financial contributions to organizations in Ukraine.

"We encourage all those in our network to show their support, however they can, for the global campaign condemning Russia's invasion of Ukraine," the BFC said in a statement. "This campaign is aimed at the Russian government, not the teams of our designer members and patrons in Russia, or indeed Russian colleagues and friends here, who may be fearful of facing discrimination for actions over which they have no influence at all."

French luxury conglomerate LVMH Moët Hennessy Louis Vuitton has announced an emergency donation to aid efforts for Ukraine.

On March 2, the group announced it was donating 5 million euros, or \$5.6 million at current exchange. LVMH stated it was closely monitoring the events in Ukraine and that the group stands with everyone severely affected by the war ([see story](#)).

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