

GOVERNMENT

How luxury is supporting relief efforts in Ukraine

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The Louis Vuitton boutique in Kyiv. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

With Russia's war on Ukraine well into its fourth week, luxury brands across sectors have publicly supported various relief efforts in the region and distanced themselves from Moscow.

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Since the Russian invasion of Ukraine began on Feb. 24, luxury groups and brands have addressed the war by announcing charitable donations. Many have also ceased conducting business directly in Russia, even prior to sanctions from the U.S. and EU ([see story](#)), although luxury goods may still be available through wholesale partners.

The following is a list of announcements from luxury groups and brands regarding the war in Ukraine. It will be regularly updated.

Apparel and accessories

- **Balenciaga**: fundraising for the World Food Programme
- **Balmain**: pledged support for UNHCR Emergency Action in Ukraine
- **Burberry**: donated to the British Red Cross Ukraine Crisis Appeal, Save the Children and UNICEF

"We are increasing our support for charities and aid agencies providing much needed food, shelter and essential services to the millions of children and families impacted by the conflict in Ukraine," said Gerry Murphy, chair of Burberry, in a statement. "We will continue to look for ways we can help alleviate the suffering of communities caught in this appalling crisis."

- **Capri Holdings**: will donate more than 1 million euros, or about \$1.1 million at current exchange, in essential clothing, including coats, sweaters and shoes from Versace, Jimmy Choo and Michael Kors to those displaced by the ongoing war in Ukraine
- **Chanel**: donated 2 million euros, or about \$2.2 million at current exchange, to CARE and the United Nations Refugees Agency (UNHCR) ; suspended operations in Russia

- **Gucci**: donated \$500,000 to UNHCR through its Chime for Change global campaign
- **Hermès**: closed all Russian stores and paused commercial activities in the country as of March 4
- **Kering**: donated to UNHCR; closed directly operated stores as of **March 4**
- **LVMH**: donated 5 million euros, or about \$5.5 million at current exchange, to the International Committee of the Red Cross (ICRC); closed all boutiques in Russia but will continue to pay employees, per **Reuters**
- **Louis Vuitton**: donated 1 million euros, about \$1.1 million, to UNICEF
- **Prada**: partnered with the National Chamber for Italian Fashion (CNMI) to donate to UNHCR; **suspended** retail operations in Russia
- **Richemont**: donated to Médecins Sans Frontières (MSF); suspended operations in Ukraine on Feb. 24; suspended commercial activities in Russia on March 3
- **Tapestry**: donated \$100,000 to UNHCR
- **Valentino**: partnered with CNMI to donate 500,000 euros, about \$551,000 at current exchange, to UNHCR

Automotive

- **Ferrari**: donated a total 1 million euros, about \$1.1 million, to several organizations, including the Red Cross, UNHCR, Association Chernobyl of Maranello, Fiorano, Formigine; suspension of production for Russian orders

"Ferrari stands alongside everyone in Ukraine affected by this ongoing humanitarian crisis," said Benedetto Vigna, CEO of Ferrari, in a statement. "While we hope for a rapid return to dialogue and a peaceful solution, we cannot remain indifferent to the suffering of everyone affected."

- **Porsche**: donated total 1 million euros, about \$1.1 million, to UNHCR, Ferry Porsche Foundation; suspended delivery to Russia

"We are deeply saddened by the events in Ukraine," said Oliver Blume, CEO of Porsche, in a statement. "Many people are in need of urgent aid through no fault of their own. We are therefore making a contribution and supporting organizations that help the population on the ground."

- **Lamborghini**: donated to the UNHCR; suspended business in Russia

Financial services

- **Goldman Sachs**: committed up to \$2 million in emergency assistance; winding down operations in Russia
- **J.P. Morgan**: donating up to \$5 million across several organizations; reportedly pulling out of Russia per multiple media reports

Food and beverage

- **Pernod Ricard**: donated to UNHCR; launched internal solidarity fund for Ukrainian employees; suspended exports to Russia

Fragrance and personal care

- **Estée Lauder Companies**: \$1 million commitment from Estée Lauder Companies Charitable Foundation; continued compensation, communication and relocation support for employees in Ukraine; suspension of commercial activities and investments in Russia; continued compensation for employees in Russia
- **L'Oréal**: donated 5 million euros, or about \$5.5 million, to organizations including the Red Cross, UNHCR, UNICEF; distributing hygiene products; suspending operations and investments in Russia
- **Shiseido**: donated 1 million euros, about \$1.1 million, to UNHCR; donated care packages to UNHCR; continued compensation for employees in Russia

Media and publishing

- **Condé Nast**: donated to the Red Cross; suspended publishing operations in Russia due to **censorship law**. The publisher terminated operations on April 19.

- **Hearst**: **ceased its Russian media partnerships** with Shkulev Media and Fashion Press, impacting several titles including *Elle Russia* and *Harper's Bazaar*. The publisher also donated \$300,000 in equal parts to the International Committee of the Red Cross, the International Rescue Committee and Save the Children.

Travel and hospitality

- **Marriott International**: earmarked \$1 million for associate relief fund; suspended hotel development and investment in Russia

Watches and jewelry

- **De Beers Group**: donated \$1 million to aid organizations
- **Tiffany & Co.**: paused sourcing of diamonds mined in Russia effective March 21, in compliance with President Biden's executive order
- Kering and Richemont: **departed from the Responsible Jewellery Council** in protest of the organization's decision to remain connected with Russia

**this list was updated on April 21*

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