

SUSTAINABILITY

Luxury brands dive in for World Oceans Day

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For World Oceans Day, Prada digitized the spaces and contents of the "MuMa" - Milazzo Sea Museum. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Luxury brands are diving in for World Oceans Day, celebrating the water's vast capabilities and contributions to both their organizations and the greater world.

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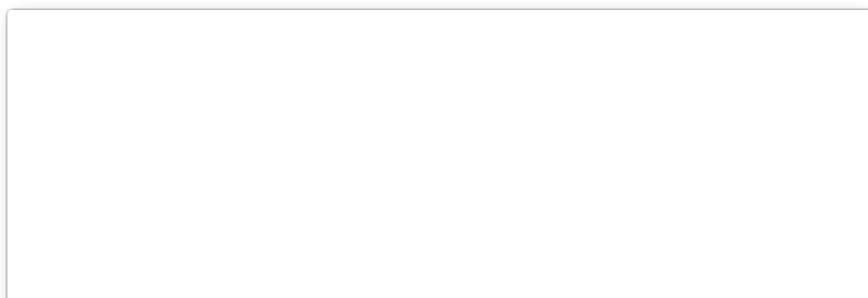
In designating World Oceans Day, the United Nations aims to remind people of the ocean's great prominence, whereas brands have also historically used the day to connect with socially conscious consumers ([see story](#)). Brands commemorating World Oceans Day include Prada, La Mer and Ulysse Nardin.

True to blue

Italy's Prada Group went fully digital in its celebration of oceans. The group announced the completion of its "Let's digitize MuMa" project, in conjunction with UNESCO, which digitized the spaces and contents of the "MuMa" - Milazzo Sea Museum.

The project, which provided a wide range of interactive content including a virtual tour, touch-screen totems and a digital museum guide, made the museum accessible to all consumers, including people with visual and hearing disabilities. The project also included interactive educational games, VR experiences and multimedia art installations.

The project won the EU4Ocean prize by the European Commission's Directorate-General for Maritime Affairs and Fisheries (DG Mare) on European Maritime Day (EMD) 2022.



[View this post on Instagram](#)

A post shared by LA MER (@lamer)

La Mer takes a moment to celebrate the ocean and its own preservation efforts

Estée Lauder Companies' La Mer sponsored the United Nations World Oceans Day (UN WOD) celebration, which was virtually broadcast. The theme, "Revitalization: Collective Action for the Ocean," revolved around discussions on nature-based solutions, biodiversity and resilience, community and collaborative efforts and more.

La Mer also took to social media platform Instagram to celebrate what the ocean gifts the world and how it helps craft its products.

Swiss watchmaker Ulysse Nardin is giving back to the great blue this year and marketing its Diver Shark collection. The Swiss watchmaker is donating 1 percent of sales to the environmental nonprofit 1% for the Planet.

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