

MARKETING

Luxury reinforces Pride is year-round with far-reaching initiatives, support

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Neiman Marcus celebrated Pride Month with events and activations based on belonging. Image credit: Neiman Marcus

By KATIE TAMOLA

In 2022, luxury brands and retailers are showing that there are myriad ways to commemorate Pride.

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From artistic programming to employee spotlights and shoppable apparel, Burberry, Este Lauder, Versace and several others have taken the month of June to celebrate and elevate the LGBTQ+ community. Many efforts from these organizations aim to span beyond Pride month, hoping to clearly show support for this community year-round while constantly working to create a more equitable world.

"Showing ongoing impact is important so that it's not just a one-time effort during a commercialized period of time," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Brands should not simply change their logo to colors designated to these groups, create an event during the specific month that highlights a group, walk in a parade and then once that time period is over go back to business as usual," she said. "These actions do not seem authentic and feel very transactional.

"They need to make sure that they are part of the fiber and in the conversation, while also listening to those in the circle so that they understand how to set their aims and goals appropriately so it benefits the people they are liaising with."

Taking pride in you

Luxury's Pride efforts and initiatives are far-reaching this year, as brands look for effective methods of spotlighting and supporting the LGBTQ+ community.

Several retailers began the month by spotlighting voices of the community, hosting celebratory events and making donations.



Performer Adore Delano for the "Show Your Pride" campaign. Image courtesy of Saks

Luxury omnichannel retailer Saks Fifth Avenue continued its partnership with the Stonewall Inn Gives Back Initiative as part of its annual Pride campaign.

"Show Your Pride" highlighted notable figures in the LGBTQ+ community. Saks also partnered with the Stonewall Inn Gives Back Initiative (SIGBI) for the fourth consecutive year and supported the LGBTQ+ with a donation of \$245,000 ([see story](#)).

U.S. retailer Neiman Marcus Group honored Pride month and the LGBTQ+ community by hosting several events, activations and initiatives aimed at awareness, education and support for the LGBTQ+ community. The retailer is also building on an existing partnership by raising funds for Human Rights Campaign throughout June and into July through point-of-sale (POS) fundraising in all Neiman Marcus, Bergdorf Goodman and Neiman Marcus Last Call stores ([see story](#)).

Some brands and retailers opted to go an apparel route, releasing clothing that commemorated Pride month.



Versace continued its support of the LGBTQ+ community with a Chercapsule collection. Image credit: Versace

Italian fashion house Versace and pop icon Cher came together as champions of the LGBTQ+ community with a new "Chersace" capsule collection.

The collection includes two T-shirts, socks and a cap with a portion of all proceeds going to Gender Spectrum, a nonprofit organization selected by Donatella Versace and Cher for its work in supporting young LGBTQ+ community members ([see story](#)).

Online fashion platform Farfetch released the second installment of Farfetch Beat, a collection of limited-edition T-shirts with illustrations by the artist Tabboo! The collection celebrates *Interview Magazine's* legacy of celebrating queer culture.



The new shirts from Farfetch. Image courtesy of Farfetch

Some luxury brands and retailers went the communal route in commemorating Pride.

British fashion label Burberry teamed with its media partner Dazed in hosting a three-day celebration, consisting of a takeover of a building on Whitby Street in the U.K. capital, hosting workshops, panels and performances from some of London's creative leaders. Additional events included a movement therapy workshop, mentorship sessions and more ([see story](#)).

Canadian department store chain Holt Renfrew reminded consumers that pride is for all with a new short film.

Entitled "Pride 2022 A Seat at the Table," the vignette spotlights New Ho Queen, a queer Asian collective that works to carve space and maintain representation for Asian people in the LGBTQ community, fashioning looks available at the department store. Partially narrated by writer Joy Xiang, the vignette highlights the importance of the inclusion aspect of the pride movement, spotlighting those working to make sure every person knows there is space for them to belong ([see story](#)).

Online design marketplace 1stDibs marked Pride Month with a meaningful collaboration with New York's Leslie-Lohman Museum.

The partnership highlighted works from renowned LGBTQ+ designers, artists and creators across all verticals to celebrate Pride Month. The curation of fine art, photography, jewelry, furniture and designer clothing started on June 1 and lasted throughout the month ([see story](#)).

Beauty group Este Lauder Companies celebrated the LGBTQ+ community by asking its own employees to reflect on what pride means to them.

The company and its LGBTQ+ community encouraged everyone to use the month of June to reflect on the strides made for equal rights, while also celebrating what makes each of them unique. In a short video campaign produced with the company's LGBTQ+ employee resource group wELCome, employees shared their thoughts on pride ([see story](#)).

Automakers also called attention to Pride month

Beyond one month

One of the most important points in supporting the LGBTQ+ community is the acknowledgment that efforts must go beyond one month or one stretch of time.

Diversity and inclusion efforts must be genuine and ongoing as brands and retailers work to be the best and most equitable they can be.

Some organizations are recognized for their constant work in supporting the LGBTQ+ community.

Last year marked the 12th consecutive year that Estée Lauder was recognized as a "Best Place to Work for LGBTQ Equality" with a 100 score on the Human Rights Campaign 2021 Corporate Equality Index (CEI) ([see story](#)).

This year, U.S. fashion group Capri Holdings announced the creation of the Versace Foundation in connection with Pride Month 2022.

The initiative aims to foster, promote and support programs, projects and activities designed to generate awareness of and support for the LGBTQ+ community through a \$10 million pledge ([see story](#)).

"Many luxury companies have put it on themselves to also give updates and reports on where they are in terms of inclusion and how they are meeting the goals that they have set out to do," Ms. Smith said. "Consumers are holding companies accountable to ensure that they are not just doing something at the moment, but that it is something that is integral to the operations of who they are."

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