

EVENTS/CAUSES

Luxury conveys commitment to women on International Day of the Girl

October 12, 2022



Chlo is one of several brands supporting International Day of Girl. Image credit: Chlo

By KATIE TAMOLA

Luxury brands are spotlighting the advancement of women with various pushes of support in honor of International Day of the Girl.

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Italian fashion house Gucci, French luxury conglomerate Kering and French fashion house Chlo are some of the brands illustrating their initiatives which aim to elevate and support women on an ongoing basis. Whether through a zine or with financial assistance, luxury continues to prove its commitment to championing women goes beyond a single day.

"Whatever initiative you choose, whether it is [supporting] BIPOC, LGBTQIA+, women, et cetera, it needs to be authentic and it should not exist merely on a day, a conference or a social post," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"There should be a focus on recruitment, acknowledging women through events whether in person or virtually with information on how other voices can be part of this messaging and the culture of these companies needs to reflect these efforts and sentiments so that you can see that true change is happening," she said. "As a luxury brand that constantly looks at shaping their story to make it relevant, the story needs to include women in an honest way and one that is easy to see."

International Day of the Girl

On December 19, 2011, the United Nations General Assembly adopted Resolution 66/170, designating October 11 as the International Day of the Girl Child. The UN crafted this day as a dedicated time for all to recognize the rights of young women and the challenges they face.

This year, Gucci's Chime for Change initiative chose to highlight its latest zine in honor of the observance, a reflection of its efforts in furthering gender equality.

On the occasion of International Day of the Girl, [#GucciEquilibrium](#) is proud to highlight the

latest edition of [#ChimeZine](#), dedicated to 22 For '22: Visions For a Feminist Future, a virtual gathering of activists, artists, and thought leaders from around the world.

pic.twitter.com/JNcVCE1tV6

Gucci Equilibrium (@ggequilibrium) [October 11, 2022](#)

Gucci fosters a feminist future

The latest issue puts forth the words and experiences of 22 writers, activists, artists and more. The zine continues spotlighting the group that appeared at the "22 for 22: Visions for a Feminist Future" summit in May.

Among those featured in the zine are Symone D. Sanders, former senior advisor and chief spokesperson to the vice president of the United States; American film producer Janicza Bravo; American activist Tarana Burke; Pakistani environmentalist Ayisha Siddiqa; American actor Amandla Stenberg; American activist Raquel Willis and more ([see story](#)).

Meanwhile, Kering took to social media to promote its work with several organizations that aim to change negative behaviors in fostering a world without gender-based violence.

The Kering Foundation highlighted its ongoing support of Fondo Semillas, an organization that works to strengthen the feminist movement in Mexico, as well as the Mediterranean Women's Fund, a grant-making foundation that funds grassroots women's organizations in the region, bolstering the status of women.

Other organizations Kering highlighted include the "Dream, Own, Tell DOT" program which works to prevent sexual violence, advocating on behalf of people between the ages of 13 and 21 from marginalized communities, among others.

In honor of International Day of the Girl, Chlo announced the introduction of Women Forward Partnerships.

On the occasion of the International Day of the Girl, at an especially pivotal time for women's rights globally, Chlo introduces the Women Forward Partnerships.

Discover now: <https://t.co/zxxS1xS4xZ#WomenForwardPartnerships> pic.twitter.com/xJFKwIEQYz

Chlo (@chloefashion) [October 11, 2022](#)

Chloe introduces Women Forward Partnerships

Writing on its Communities page, Chloe cited that "women make up nearly 70 percent of the world's poor and are disproportionately affected by climate change." The French fashion house has worked with UNICEF since 2019, aiming to elevate women and foster gender equality.

In a continuation of founder Gaby Aghion's legacy, the brand's introduction of Women Forward Partnerships is looking to offer organizations donations, volunteering time and supply chain orders.

Ongoing support

Luxury brands marking International Day of the Girl is nothing new.

In honor of the day in 2019, luxury entities launched new charitable partnerships aimed at achieving gender equality.

Marking the occasion, Cl de Peau Beaut and Chlo both forged new ties with UNICEF, while other brands pointed to their existing initiatives surrounding female empowerment. As issues around gender equality gained attention, brands stepped up to combat everything from violence against women to child marriage ([see story](#)).

Many brands commemorating International Day of the Girl have supported efforts for women in the past.

Earlier this year, Chlo teamed with Lebanon-based fashion brand and social network Sarah's Bag, which aims to provide support and jobs to women after they are released from prison.

Established in 2000 by Beirut native Sarah Beydoun, Sarah's Bag provides a livelihood for more than 200 underprivileged women through the creation of elevated handcrafted fashion pieces impacting those who make them and those who wear them. Chlo worked with the brand on the French house's "Woody nano" tote bag, which

was reinterpreted entirely in crochet ([see story](#)).

"Brands need to be inclusive because a brand includes a physical product or a tangible service, but it is also a portal that supports a community," Ms. Smith said.

"Brands need to look at their ethos of who they are and as they decide to embrace various positions, they need to check in with themselves to ensure that they really are doing the heavy lifting on an ongoing basis that makes people feel that they are making reasonable efforts."

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