

EVENTS/CAUSES

## Kering donates to Turkey, Syria earthquake relief effort

February 9, 2023



*Kering's luxury brands are lending aid in the wake of the natural disaster. Image credit: Kering*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **Kering** is supplying monetary relief to those in southern Turkey and northern Syria who continue to be affected by an earthquake that struck the area on Feb. 6.

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The group's brands will make a common donation of a yet-undisclosed sum to the International Committee of the Red Cross to aid the work of first responders. Italian fashion label Gucci, French fashion house Balenciaga and Italian fashion house Bottega Veneta are among the Kering-owned companies committing to donations.

United front

The Feb. 6 earthquake is the largest one to hit the area since 1939.

With a magnitude of 7.8, the earthquake struck Turkey near the cities of Gaziantep and Nurda, affecting the areas on either side of the country's border with neighboring Syria.

A series of aftershocks followed, including one of a 7.5 magnitude.

Kering and all its Houses will together make a donation to the [@ICRC](#) as an immediate contribution to support the work of the emergency responders who are meeting people's immediate needs in the aftermath of the earthquake.

Kering (@KeringGroup) **February 9, 2023**

At time of publish, 17,100 have died in Turkey, with over 70,000 injured. In Syria, over 3,100 are dead and at least 5,000 are injured.

In both countries, it has yet to be determined how many people are unaccounted for.

Turkey president Recep Tayyip Erdogan has declared a three-month, country-wide state of emergency as the death

toll continues to rise.

In response to the devastation, Kering is offering a message of solidarity and support to the survivors of the tragedy, as well as their loved ones.

Kering joins other luxury entities such as German automaker Mercedes-Benz in donating relief funds ([see story](#)).

The latter brand announced on Feb. 7 that it has given \$1.07 million to the Red Cross Society of Germany.

Other brands such as Apple and Google have sent their condolences, along with promises to help.

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