

EVENTS/CAUSES

Luxury continues to lend disaster relief in Turkey, Syria

February 14, 2023



The airline will be shipping hundreds of tons of urgent supplies to Turkey and Syria in the coming weeks. Image credit: Emirates

By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E.-based airline **Emirates**, German luxury automaker **Porsche** and French fashion house **Louis Vuitton** are the latest luxury brands to provide support to those affected by the earthquake which hit Turkey's Kahramanmara near the Syrian border on Feb. 6.

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Emirates has allotted several aircraft to act in an "air bridge" function, carrying much-needed supplies to the region, while Porsche has made a significant financial contribution to various humanitarian organizations grouped under Germany's Relief Coalition. For its part, Louis Vuitton has pledged a donation while encouraging citizens across the world to contribute to the cause.

Building bridges

Emirates has volunteered its EK 117 and EK 121 planes to transport medical and relief supplies to Turkey beginning on Feb. 10.

This was done in coordination with Dubai-based International Humanitarian City (IHC), a global humanitarian hub that hosts nine United Nations and 85 nongovernmental organizations.

Two of these organizations, The World Health Organization (WHO) and the World Food Program (WFP), have sent medical supplies and shelter materials to Turkey via the two airline models.

WHO has reported that the nonprofit's contribution amounts to 72 metric tons, 37 of which were placed on an initial flight to Turkey, plus 35 more, sent on a second plane to Syria.

A third flight to the latter country carrying another 37 tons worth of supplies occurred on Feb. 12.

In weeks to come, Emirates' freight division SkyCargo will transport 100 tons more supplies including trauma kits, flashlights, and water distribution ramps on a series of daily flights to Istanbul.

In a Feb.10 statement posted to Twitter, Louis Vuitton pledged a yet-unspecified donation to UNICEF.

The brand also provided a link to a landing page where those interested can make one-time or recurring donations

to the fund in increments of their choice.

Louis Vuitton is deeply saddened by the devastating situation unfolding in Trkiye and Syria, following Monday's earthquakes. A donation will be made to UNICEF to help children and families affected. Louis Vuitton invites you to support and donate at <https://t.co/SUKSBvn2Dvpic.twitter.com/ziLjsOhMGW>

Louis Vuitton (@LouisVuitton) February 10, 2023

Meanwhile, Porsche has announced the donation of 1 million euros, or \$1.074 million at current exchange, to Germany's Relief Coalition.

In addition, the brand encourages its employees to use the "Porsche Helps" internal platform to make donations to four organizations of the brand's choosing. This money will aid with ground missions in the affected areas.

These support initiatives follow recent efforts made by luxury industry titans.

French luxury conglomerate Kering announced it would donate to the International Committee of the Red Cross on behalf of its houses last week ([see story](#)), while German automaker Mercedes-Benz donated \$1.074 million to the Red Cross Society of Germany ([see story](#)).

The Feb. 6 earthquake near the Turkish city of Gaziantep reached a 7.8 magnitude and was followed by several aftershocks, one of which was itself a magnitude of 7.5.

The resulting devastation reached across the border to the northern tip of neighboring Syria. At time of publish, the total number of people from both countries who perished as a result of the disaster has surpassed 36,000.

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