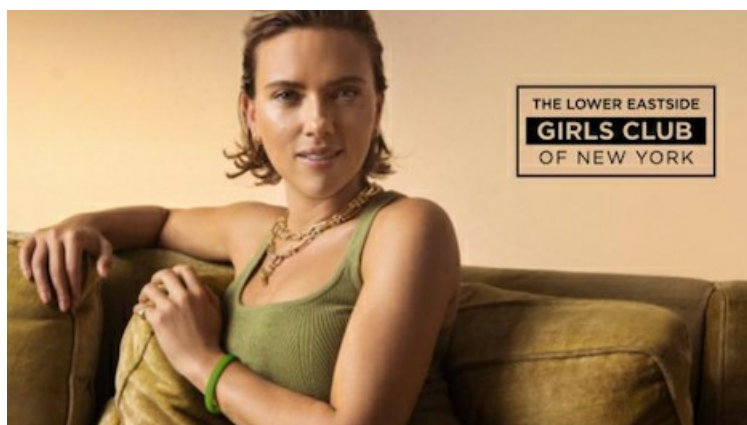


JEWELRY

Celebrity ambassadorship at David Yurman yields charitable support for NYC youth

April 14, 2023



For the second year in a row, American actress and brand ambassador Scarlett Johansson selects the Lower Eastside Girls Club as the recipient of charitable funds from her partner. Image credit: David Yurman

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **David Yurman** is lending support to a crucial cause.

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The brand is sharing that, from April 13 to June 30, 2023, net profits from key products will be donated to local not-for-profit organization Lower Eastside Girls Club. David Yurman is entering into the second-year philanthropic agreement hand-in-hand with American actress and ambassador Scarlett Johansson, who has chosen the NYC-based empowerment center as the recipient of charitable proceeds once more.

"The Lower Eastside Girls Club creates a safe environment for young people to hone their leadership skills, empowering them for the future," said Ms. Johansson, in a statement.

"They're actively fostering positive change in the lives of so many young New Yorkers at a grassroots level."

Second-year support

For the second consecutive year, David Yurman will fund the Lower Eastside Girls Club's initiatives, which seek to connect young New York women and gender-expansive youth of color to healthy and successful futures through free, innovative year-round programming and mentoring.

The brand notes that the partnership marks a natural fit for Ms. Johansson and family members David, Sybil and Evan Yurman, all New York City natives.



This year, 100 percent of net profits from David Yurman's pistachio green cable bracelet will go to the Lower Eastside Girls Club. Image credit: David Yurman

Stretching the duration of the donation window, Ms. Johansson's curated assortment is available for a limited time only.

Available exclusively at the brand's U.S. retail location, and online at DY.com, 100 percent of net profits from David Yurman's pistachio green cable bracelet will go to the Lower Eastside Girls Club.

Additionally, 20 percent of the purchase price from sales of an assortment of designs hand-picked by Johansson herself will grace girls in need.

Thank you so much, [@DavidYurman](#) & [#ScarlettJohansson](#) for selecting us as an official charity partner! We are so grateful to be apart of this beautiful collection!

<https://t.co/xTNciBdYrw>

The Lower Eastside Girls Club (@girlsclubny) [April 14, 2022](#)

Ranging in price from \$300 to \$4,800, the special selection features 12 designs total, including David Yurman's Sagittarius Zodiac Amulet, Evil Eye Amulet, Pav Initial Pinky Ring and Carlyle Hoop Earring.

David Yurman's longstanding history with the Lower Eastside Girls Club involves the donation of over \$300,000 raised in 2022 from the sales of a shortlist of designs, similarly provided by Ms. Johansson ([see story](#)). An accompanying private shopping event at the brand's 57th Street New York City flagship store further boosted beneficiaries.

"We are incredibly grateful to David Yurman and Scarlett Johansson for so generously supporting our mission," said Ebonie Simpson and Jenny Dembrow, co-executive directors at the Lower Eastside Girls Club, in a statement.

"Founded by community mothers in 1996, the Lower Eastside Girls Club has grown to become a global model of innovative youth education," they said. "We honor David Yurman's investment in our young people, which helps them acquire the knowledge, skills, and guidance to effect positive change."