

EVENTS/CAUSES

## Luxury celebrates parenthood ahead of Mother's Day

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*Affluent brands from around the globe are gearing up alongside the U.S. for the May 14th holiday. Image credit: Baccarat*

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By EMILY IRIS DEGN

A number of maisons are spotlighting motherhood as a familial observance approaches.

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While a holiday set aside for mothers is commonplace internationally, holding it on the second Sunday in May is something unique to the United States, established in 1914 by the nation's 28th president, Woodrow Wilson. With this specific market in mind, luxury brands from around the world are celebrating alongside Americans with new drops and activations ahead of the May 14th festivity.

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