

MARKETING

## Luxury players show support for global LGBTQ observance

May 19, 2023



*In a show of inclusion, each company participating made donations to the queer community, expanded current diversity initiatives and took to social media. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

Luxury groups and automakers alike are platforming a sense of Pride.

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French luxury conglomerates Kering and LVMH, and British automaker Bentley, are among those celebrating "IDAHOT" or International Day Against Homophobia, Transphobia and Biphobia. In a show of inclusion, each company participating donated to the LGBTQIA2+ community, took to social media and expanded current diversity initiatives LVMH specifically chose to focus on strengthening its commitments through a standing partnership.

"I am very pleased to announce that we are expanding our partnership with Le Refuge Foundation, a key actor in fighting discrimination against young adults in the LGBTI+ community," said Chantal Gaemperle, executive vice president of human resources and synergies at **LVMH**, in a statement.

"Our goal is to help these vulnerable young people rediscover their potential thanks to the incredible ecosystem of the LVMH Group's 280 Mtiers d'Excellence, and offer them inspiring career opportunities that enable them to thrive independently."

Showing support

While public support for IDAHOT was limited to fewer brands than larger observances heralding Pride, such as June's Pride Month festivities, key players in the luxury sector still showed up.

Today is International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT), an annual awareness day which aims to shine a light on and tackle the varied discriminatory experiences that the LGBTQ+ community face around the world.

IDAHOBIT is a reminder that although [pic.twitter.com/5qoNjnpUW1](https://pic.twitter.com/5qoNjnpUW1)

Bentley Motors (@BentleyMotors) **May 17, 2023**

LVMH marked the day with an announcement reiterating company commitments to inclusion. Additionally, the group highlighted its work with the aforementioned Le Refuge Foundation.

"We are delighted and honored by this prestigious collaboration with LVMH," said Pacme Rupin, director of Le Refuge, in a statement.

"The partnership between the Foundation and LVMH's Mtier d'Excellence will allow the young people supported by Le Refuge to regain self-confidence after being rejected by their families," said Mr. Rupin. "Through this shared engagement, LVMH demonstrates a real belief in the importance of fighting LGBTphobia.

"On behalf of the Foundation I want to thank LVMH for its support for Le Refuge as we celebrate our 20th anniversary."

LVMH's Mtiers d'Excellence has been working with the foundation for over a year, focusing on providing resources and training to LGBTQIA2+ people ([see story](#)).

Now, the conglomerate is announcing an extension of this partnership beyond September 2023, at which point the pair will focus on training queer youth, specifically, providing online job training and mentoring done directly by LVMH Group staff.

Kering, another luxury conglomerate, showed up as well on social media.

Taking to Twitter and Instagram, the Kering Foundation highlighted the disproportionate rate at which queer women face gender-based violence, a struggle the group has provided support for in the past ([see story](#)).

Today marks the International Day Against Homophobia, Transphobia and Biphobia.

Did you know that lesbian, bi and transgender women face a higher risk of gender-based violence? Many [#LGBTQI+](#) survivors are also denied equal access to health, housing and other vital services. [pic.twitter.com/nni23Grpwq](https://pic.twitter.com/nni23Grpwq)

Kering Foundation (@KeringForWomen) [May 17, 2023](#)

British automaker Bentley stepped up too, on behalf of the luxury vehicle sector, providing education on social media and stressing the importance of inclusion.

On Twitter, the brand provided ideas for members of its community to get involved, listing out tangible actions that can be taken, including "Consume and share videos, blogs, podcasts, and talks on the LGBTQ+ community" and "Ensure there is a zero-tolerance policy to discrimination with examples relating to LGBTQ+ discrimination, providing a reminder about this and/or sharing a statement."