

JEWELRY

David Yurman partners with The Trevor Project for Pride

June 1, 2023



The brand is supporting free crisis intervention for members of the queer community. Image courtesy of David Yurman

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **David Yurman** is kicking off Pride Month with the extension of a now annual partnership.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Teaming up with The Trevor Project, a mental health charity for members of the LGBTQIA2+ community, the brand is supporting free crisis intervention. For this year's collaborative efforts, David Yurman is out with two new designs, donating 20 percent of their sales to the organization through the rest of the year.

Rainbow run

From now until Dec. 31, 2023, not only will 20 percent of the new rainbow designs be donated to The Trevor Project, but 100 percent of net profits brought in from the tangerine rubber bracelets will also be given to the cause.

The newly-launched Pave Bar Bracelet, priced at \$1,500, will bring in \$300 an order. The 35mm Streamline Tag with Rainbow Pave design, also new, will bring in even more, depending on the edition chosen the sterling silver version is priced at \$4,500.



Select designs will bring in donations for The Trevor Project, all nods to the rainbow. Image courtesy of David Yurman

The aforementioned rubber bracelet is worth considerably less at \$20, though more of a cut \$16 to be exact will be

given to The Trevor Project. An identical setup was established for a separate cause entirely, with net profits from the \$20 pistachio green cable bracelet going straight to the Lower Eastside Girls Club at the behest of brand ambassador Scarlet Johansson ([see story](#)).

In total, David Yurman has committed to donating at least \$50,000 by the end of 2023 to The Trevor Project.

The brand first collaborated with the charity in 2022, making the same financial commitment. David Yurman's peak revenue is said to have reached \$1.7 billion that year, per a [Zippia](#) analysis.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.