

EVENTS/CAUSES

Kering Americas announces first-time partnership with NYC Pride

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Using presence to raise the regional division's profile, Kering Americas becomes a first-time participant in NYC Pride programming. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

Employee resource groups (ERGs) at French luxury conglomerate Kering are showcasing the potential that lies with smart DEI strategies.

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An official Pride sponsorship places the conglomerate's corporate programming front and center, powered by Kering Americas' "ALL" ERG. Recognizing the importance of allyship during the inclusive observance, Kering Americas is using its presence to raise the regional division's profile, becoming a first-time participant in the NYC Pride March by way of the partnership.

"Together with NYC Pride, we are proud to march hand-in-hand to celebrate our collective strength and resilience, and to reinforce our dedication to creating a world that supports inclusion, diversity, equity, and authenticity," said Laurent Claquin, president at [Kering Americas](#), in a statement.

"As a best-in-class employer for the LGBTQIA+ community, we are embracing this moment to cultivate community and champion Kering's deeply held values."

Pushing forward with Pride

This year, Kering's representatives will hit the streets of the U.S. fashion capital, keeping in mind the theme of "Strength in Solidarity."

Founded in 2019, ALL an internal group for the LGBTQIA+ community and allies at Kering seeks to orchestrate connection and education through awareness-raising efforts in both an internal and external capacity.

The cohort currently counts more than 1,000 ambassadors based in countries including the United States, Brazil, Italy, France, the United Kingdom and Australia as members.

With NYC Pride March slated for June 25, the company notes that support for LGBTQIA+ employees extends well beyond one event.

At Kering, talent comes first.

We are committed to diversity in the workplace; we believe diversity in all its forms gender, age, nationality, culture, ethnicity, disability, socio-economic background and sexual orientation is a source of creativity and enriches us all. pic.twitter.com/ElaSwQrq7c

Kering (@KeringGroup) [June 3, 2022](#)

Kering Americas was recognized by The Human Rights Campaign Foundation for its integration of LGBTQIA+-friendly workplace policies in the U.S. and worldwide queer advocacy, making it onto the organization's 2021 and 2022 "Best Places to Work for LGBTQ Equality" lists ([see story](#)).

Founding signatory commitments with the Open to All pledge, a coalition dedicated to creating a nondiscriminatory environment in the fashion industry, and adherence to the U.N. Standards of Conduct for Business, which addresses workplace discrimination against LGBTQIA+ individuals, bolster current moves toward diversity.

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