

APPAREL AND ACCESSORIES

# David Yurman continues Pride Month partnership with The Trevor Project

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*The jeweler continues its partnership with The Trevor Project, an organization that offers free crisis interventions to LGBTQ+ youth. Image courtesy of David Yurman*

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

U.S. jeweler **David Yurman** is promoting a new iteration of an annual philanthropic initiative.

In honor of Pride Month, a portion of proceeds from its latest collection will support nonprofit organization The Trevor Project, the world's largest LGBTQ+ youth suicide prevention charity. The capsule is available online and at full-price David Yurman retail locations through Dec. 31.

## Giving back

The David Yurman x The Trevor Project collection includes varied fine jewelry pieces. Making use of gemstones such as rubies and sapphires throughout, the assortment embraces rainbow motifs.

Prices for three bracelet designs range from \$1,900 for the rainbow edition of the Petite Pav Bar Bracelet in yellow gold to a bejeweled Spiritual Beads Bracelet costing \$25,000.

Colorful versions of David Yurman's Chevron tag necklace are also included as part of the collection. An accessibly-priced, tangerine-hued rubber Cable Bracelet remains in stock this season.



*The David Yurman x The Trevor Project collection looks to the rainbow for design inspiration. Image courtesy of David Yurman*

With each sale, the jeweler will donate 20 percent of the purchase price, as well as 80 percent of the retail sale price from the orange rubber cable bracelet, to The Trevor Project. David Yurman has committed to contributing a minimum donation of \$50,000 by the end of the year.

The partnership between the brand and the charitable organization first began in 2022. Since then, David Yurman's contributions have aided over 12,500 individuals in need of critical support.

The luxury sector has reined in its Pride celebrations in the last few years ([see story](#)). However, initiatives such as British icon Elton John's partnership with online retail platform eBay ([see story](#)) and the Council of Fashion Designers of America's limited-edition eyewear collection with nonprofit Bring Change to Mind ([see story](#)) are signaling a shift towards sustained engagement.

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