

MULTICHANNEL

Brikk pushes solid-gold iPhone cases with philanthropic twist

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By ERIN SHEA

High-end technology accessories maker Brikk is marketing solid-gold and platinum iPhone 5 cases to affluent consumers through a charity component.

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The brand promises to donate more than 2,000 pounds of rice that will be distributed to various non-governmental organizations for each iPhone case purchased. Brikk is also challenging other luxury brands to contribute to philanthropic organizations.

“We believe that all luxury brands should donate a decent percentage of their proceeds to charity,” said Cyrus Blacksmith, founder at [Brikk](#), Los Angeles.

“We donate specifically to hunger in third-world countries where there are famines and large populations are dying because of food shortages regardless of whether the shortages are caused by climate or politics,” he said.

Philanthropic gold

Brikk is self-described as a maker of fine philanthropic goods. It was founded in 2009 on the premises that a portion of every purchase would go to help humanitarian aid.

Brikk’s new collection of iPhone 5 cases called “Haven” offers four different models of luxury iPhone cases that are customizable.

Cases are available in pink gold, yellow gold, yellow gold satin matte and platinum polished.



Yellow gold polished case

Diamonds and other stones can be added to the cases.

Each gold case contains more than 75 grams of gold and the platinum case contains more than 100 grams of platinum.

The gold models are priced at \$11,610 and the platinum model is \$14,235.

The cases are sold through Brikk's Etsy account. The brand also plans to sell the phone cases in select retailers in Singapore, Dubai, New York and London in the future.

Brikk has been pushing the new cases on its Facebook page, Twitter account, Etsy store and Web site.

Giving back

Many luxury brands make charitable donations or give back to the community in various ways.

For instance, U.S. apparel and accessories label Michael Kors upped its philanthropic portfolio through a long-term partnership with the United Nations' World Food Programme to help put an end to world hunger.

The brand is pushing the partnership and encouraging donations through a PSA that was released on its social media channels and its Destination Kors' Web site. The PSA includes messages from notable celebrities who support the cause including Bette Midler, Seth Myers, Olivia Munn, Patti Hansen and Karolína Kurková ([see story](#)).

Also, Montblanc, a maker of writing instruments and watches, offered customers the chance to purchase a bracelet as a holiday gift for a parent of a cancer patient at the Texas Children's Cancer Center. The bracelets were priced at \$345 of which \$50 goes directly to the center to support patient care and research ([see story](#)).

Brikk's charitable donations come from every product that the brand offers.

“As luxury brands are high profit and have a clientele that pays for the quality and brand,

we believe that luxury brands can increase their prices slightly to offset the charity, if required,” Mr. Blacksmith said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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