Timeless Elegance

The New Classics
MODERN MUST-HAVES

Luxurious Holidays
COVETED GIFTS

HOLIDAY 2013
headlined concert in London, featuring performances by Florence and The Machine, Mary J. Blige, and Jennifer Lopez. Ryan Reynolds, Madonna, Zoe Saldana, and Gucci campaign stars Blake Lively and James Franco made guest appearances. The charity raised $4.3 million from ticket sales alone, funding 210 projects in 81 countries. (Attendees were guaranteed that the full value of their tickets would be donated to a project; they even got to choose which one.)

Gucci pulled in the big guns — aka billionaire philanthropists Bill and Melinda Gates of Microsoft and their foundation — to help assemble the show.

“The Gates Foundation believes strongly in the power of innovation to drive change,” says Kate James, chief communications officer at the Bill and Melinda Gates Foundation. “We were enthusiastic to partner with Chime for Change because of the campaign’s unique ability to bring women’s and girls’ issues to a global audience, and through Catapult, give donors direct access to the real people and work being done on the ground.”

While Chime for Change may be a runaway hit, fans of the brand know that Gucci’s charity efforts extend far beyond this fledgling project. The Italian fashion house also has a long-standing relationship with UNICEF. In 2013, the brand released the Gucci for UNICEF pink shopper tote, of which 25 percent of the $1,250 retail price was donated to the charity’s education programs.

**Circles of Strength**

Estée Lauder is the brand that brought giving to luxury’s forefront. The company’s work in breast cancer awareness (BCA) now helps to define the organization as a whole.

“Over the past 20-plus years, the BCA campaign has become a vital part of our culture,” says William P. Lauder, executive chairman of Estée Lauder. “It’s an initiative that has really rallied our employees around the world and has become something that they take great pride in.”

For the 2013 campaign, the brand invited women — and men — across the globe to create “Circles of Strength,” or online groups consisting of friends, family, and colleagues. The “Circle Initiator” can decide each group’s goal: to raise awareness, funds, or just serve as a support group for those affected by breast cancer. To help drive the message home, any Facebook, Twitter, or Instagram post tagged with the hashtag #BCASStrength is uploaded to the Circles of Strength website.

“More than two decades ago when Mrs. Evelyn H. Lauder co-created the Pink Ribbon and launched The BCA Campaign, she was led by the knowledge that eradicating breast cancer could ‘never be done by any one person,’” Lauder says. “She envisioned a worldwide movement that empowered people from Seattle to Shanghai. This spirit of unity and camaraderie is at the heart of our 2013 BCA campaign.”