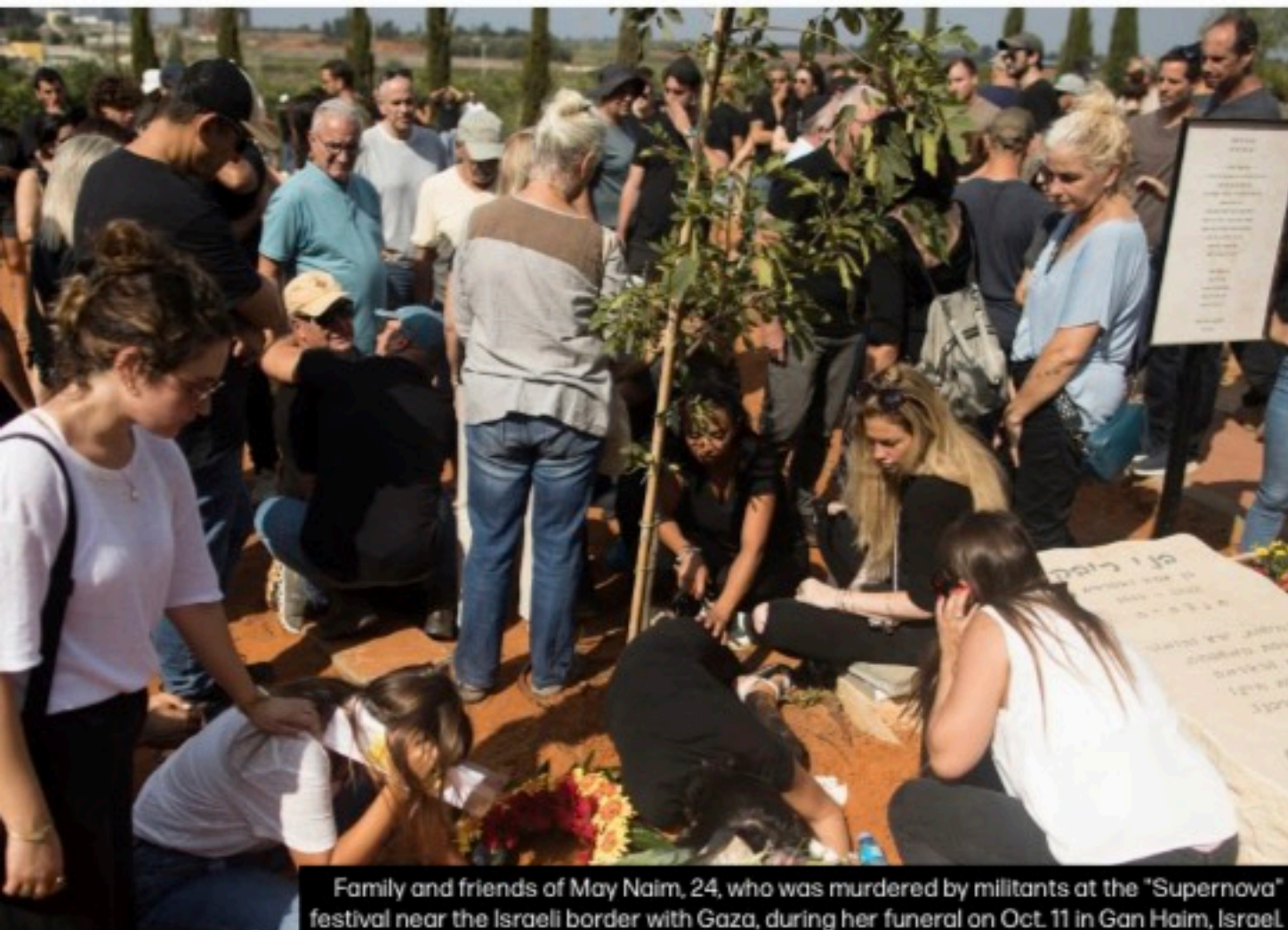


## BUSINESS

# Fashion Firms Are Making Humanitarian Donations During Israel-Hamas War



Family and friends of May Naim, 24, who was murdered by militants at the "Supernova" festival near the Israeli border with Gaza, during her funeral on Oct. 11 in Gan Haim, Israel.

- As the Israel-Hamas war continues, Tory Burch, PVH Corp., Authentic Brands Group and Chanel are among the companies making financial donations to humanitarian efforts.

BY LISA LOCKWOOD

Leading fashion firms have started to become more vocal in their support for humanitarian efforts in the Israel-Hamas War.

WWD reached out to several leading fashion firms to see what their plans were regarding donations and statements, and whether their businesses are being curtailed

in Israel and the surrounding region.

In a letter sent to employees last week, Tory Burch, executive chairman and chief creative officer, and Pierre-Yves Roussel, chief executive officer of Tory Burch, said, "We denounce terrorism and hatred in all of its forms. The heart-wrenching reports and brutal images of last weekend's terrorist attack in Israel have left us heartbroken. And as parents, brothers and sisters, we are horrified that so many innocent children, women and men are being caught up in this devastating violence in Israel and Gaza.

"We are also deeply troubled by the hate-fueled discourse and threats targeting Jewish, Arab and Muslim communities. Many of us within the Tory Burch community have dear friends and family

in the region, making the pain and tragedy even more deeply personal. Let's continue to be there for each other and be especially sensitive to each other's fears, perspectives and suffering," they wrote.

The executives said they have been exploring how best to provide humanitarian support for those who have been harmed by the attack and ongoing violence in Israel and Gaza. They have identified two organizations to start: The International Committee of the Red Cross, which provides humanitarian relief, and The Alliance for Middle East Peace (ALLMEP), an organization that is focused on peace-building in the region. ALLMEP is a coalition of more than 170 organizations – and tens of thousands of Palestinians and Israelis – intent on advancing cooperation, mutual understanding and equality in these communities.

"To start, we will be donating \$100,000 personally and \$150,000 on behalf of the company. Additionally, Tory Burch LLC will match any employee donation made to ALLMEP," said Burch and Roussel in their letter.

"We continue to pray for peace and work toward lifting up our collective humanity," they wrote.

As reported, Chanel executive chairman Alain Wertheimer and CEO Leena Nair sent an internal memo that was circulated on social media last week, which read in part, "We have all been horrified and deeply saddened by the terrorist attacks against Israeli citizens. The war and the humanitarian crisis that has ensued is a tragedy." The memo said Chanel is donating \$4 million to organizations working to provide humanitarian relief.

The PVH Foundation has made a grant to the following organizations: International Committee of the Red Cross, Magen David Adom (Israel's ICRC affiliate) and the Palestinian Red Crescent (the ICRC affiliate that serves Gaza).

PVH, which owns Calvin Klein and Tommy Hilfiger, is matching 2:1 any donations made by its associates toward relief efforts in the region. PVH is also offering financial assistance via a grant to any associates and their families who were impacted in the area.

Authentic Brands Group posted on Instagram that it had initiated a 1:1 employee matching donation program to support organizations on the ground that can get help and resources to innocent men, women and children who need it the most. These nonprofits include Magen David Adom, ERAN, NATAL – the Israel Trauma and Resiliency Center, and Operation Embrace.

"As the horrifying attacks in Israel continue, our hearts go out to those being impacted in the region," Authentic said on Instagram last week. "We understand that the sense of security felt by many partners, friends and families has been shattered, and we offer our unwavering support to all who are affected."

"We condemn terrorism and stand in solidarity with our Jewish community and all who are impacted. Please join us in calling for peace," said the statement.

A spokeswoman for Capri Holdings Ltd., parent of Michael Kors, Jimmy Choo and Versace, said, "We are deeply saddened by the recent attacks on Israel. We mourn the loss of life and suffering experienced by all those affected by the conflict in the region. Capri Holdings is currently exploring different organizations to which we can contribute that will focus on humanitarian assistance for those impacted."

A Tapestry spokeswoman said the company has been connecting with international humanitarian organizations to assess the best way to provide support to all innocent victims, now and in the future. The company doesn't have operations or employees in Israel.