Many brands are getting together for Pride Month this month of June to show their support for the LGBTQIA+ community through colorful projects and collections. Here is a closer look at initiatives taken by Michael Kors, the Versace Foundation, The North Face, Cos and &Other Stories.

Michael Kors launches its Pride 2022 capsule

Luxury fashion house Michael Kors unveiled a 16-piece collection for women and men that includes clothing, shoes and a line of accessories consisting of a tote bag priced at €188 and a purse for €121 featuring the MK logo in rainbow colors. The limited edition collection, which has been available for a few days on Michael Kors’ online shop and physical stores, celebrates inclusivity and diversity.

Proceeds from the tote bag and purse will be donated to OutRight Action International, an organization that advocates for LGBTQIA+ rights.

Versace raises $10 million for the LGBTQIA+ community
For Pride Month, Capri Holdings (owner of Versace) has pledged $10 million (€9.5 million) to the Versace Foundation, which is aimed at supporting projects that promote equality, and the well-being and safety of the LGBTQIA+ community. However, the label did not want to disclose the actions its taken so far. Over the years, the fashion house has presented capsule collections with proceeds donated to charities.

"I am so proud that Versace has always been known for its inclusivity. I am thrilled about the support and assistance the Versace Foundation will bring to the LGBTQIA+ community," said Donatella Versace, creative director of Versace.

Sports equipment brand The North Face is collaborating with four groups across Europe to promote inclusiveness in outdoor activities. The label has donated €10,000 to each collective to enable them to organize events such as a "Pride hike".

In France, The North Face has teamed up with Chamonix-based collective Le Gloss to provide nature-based experiences for the LGBTQIA+ community. In the UK, the sports brand is working with OutdoorLads, which is planning a series of group activities for people who identify as gay, transgender and bisexual.

A few days ago, the label also launched its Pride collection, which is available on its online shop. The products are adorned with the iconic logo, sporting a rainbow flag. The capsule collection includes clothing in black and white.
adorned with the iconic logo, sporting a rainbow flag. The capsule collection includes clothing in black and white including the Nuptse jacket, the Outlite jacket, a hoodie, shorts and T-shirts. Prices range from €25 for a tote bag to €300 for the Nuptse jacket.

COS unveils a gender-neutral collection

COS, the H&M group’s minimalist label, is celebrating Pride Month for the third year in a row and collaborating with several personalities from the LGBTQIA+ community, such as activist and model Kai-Isaiah Jamal, musician and actress Soko and creative director Zipeng Zhu.

The brand recently unveiled its new "Love for All" collection, which includes four unique, limited edition designs (priced at €49). The capsule, which celebrates love and individuality, consists of three T-shirts in black and white and a white sweatshirt made of 100% cotton. One of the T-shirts features a rainbow logo while the other pieces reveal a poem by Kai-Isaiah Jamal.

The collection is already available on the brand’s online shop and in select stores. All proceeds from the capsule will be donated to the Kaleidoscope Trust, which campaigns for LGBTIA+ rights, and Choose Love, which helps
The &Other stories clothing brand will be hosting artists from the LGBTQIA+ community in five stores around the world, in Paris, New York, London, Berlin and Stockholm, to celebrate Pride Month throughout the summer. The event will kick off in June in Paris and will land in Stockholm in early August.

This season, the label, also owned by the H&M group, will invite five creatives to express their points of view on style and identity. In addition, &Other stories will be donating to the UN’s "Free & Equal" campaign that promotes human rights and equality for the LGBTQIA+ community.

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