

APPAREL AND ACCESSORIES

CFDA prepares to donate proceeds for Pride Month

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Eyewear designers from across the industry are banding together to support the LGBTQ+ community in June. Image courtesy of the CFDA

By LUXURY DAILY NEWS SERVICE

The Council of Fashion Designers of America (CFDA) is backing the LGBTQ+ community.

Celebrating Pride Month in June, the organization is launching the third annual edCFDA Pride Eyewear Initiative, for which seven of its designers are releasing limited-edition eyewear. A portion of the proceeds will benefit U.S. mental health nonprofit Bring Change to Mind (BC2M), which runs high school support programs and an LGBTQ+ Youth Mental Health Task Force.

"The members who make up the edCFDA are true leaders within the fashion industry," said Lisa Smilor, EVP at the CFDA, in a statement.

"For more than a decade, these designers have shown what is possible through collaborative efforts," Ms. Smilor said.

"Leveraging the strength of the group as a whole, they provide greater global visibility for American eyewear design excellence overall, while also raising significant funds to support worthy charitable organizations.

"The example that they set, and the results that they continue to achieve, are both inspiring and laudable."

Rainbow collection

Started in 2022, the edCFDA Pride Eyewear Initiative has raised upward of \$100,000 in dedicated charity aid.

This year, the cause is expanding, now featuring contributions from seven leading designers including Blake Kuwahara Eyewear, Christian Roth Eyewear, L.A.Eyeworks, Press, Barton Perreira, Selima Optique and Krewee.

Sunglasses from the collection are available from the respective brands' stores, with sales aiding BC2M.



With the addition of more partner brands, the CFDA is expecting a record donation year. Image courtesy of the CFDA

"Given the expanding legacy and impact of the edCFDA Pride Eyewear Initiative, Bring Change to Mind is honored to be recognized for our mental health work with high school teens across the country," said Pamela Harrington, executive director at Bring Change to Mind, in a statement.

"We are excited to partner with the designers that will be donating a percentage of their Pride collection sales to enable the growth of our LGBTQ+ programs," Ms. Harrington said. "BC2M's peer-led clubs are building safe spaces for students to convene in their schools, create connectivity, build critical supports, promote allyship and save lives."

From social issues to environmental endeavors, the CFDA continues to uplift philanthropic agendas across the industry ([see story](#)).

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