SMCP reveals initiatives for fight against Covid-19

By Sandra Halliday - 22 April 2020

SMCP has announced more initiatives to help the fight against the coronavirus pandemic with donations of surgical masks as well as special products made to raise money to help healthcare organisations.

The owner of Sandro, Maje, Claudie Pierlot and De Fursac said the group and its brands “have been mobilising for several weeks to support health players and vulnerable populations in the fight against the Covid-19 pandemic”. In the next few weeks, the group will donate 50,000 surgical masks to home care companies operating in France.

This will complement the manufacture of 10,000 masks made by Sandro out of fabric stocks from previous collections, and Maje’s donation of more than 10,000 FFP1 masks to the Agence Régionale de Santé d’Île-de-France, which will coordinate their distribution, notably to nursing homes, schools and the police.

This is in addition to Sandro’s special solidarity T-shirts for which 100% of the profits are being donated to The Red Cross, plus the distribution of Maje clothing to several French, Spanish and Italian organisations.

Claudie Pierlot has also launched a #ourheroes campaign to raise money for the World Health Organization’s (WHO) solidarity fund.

And the company said its Executive Committee has given up 30% of its fixed compensation during this period.
while board members have also cut attendance fees by 30%.

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