

PRIDE MONTH 2021

GIVENCHY PARFUMS LAUNCHES THE CREATION OF AN NFT IN SUPPORT OF THE LGBTQIA+ CAUSE WITH LIKE FIRE AND THE EXHIBITION COLLECTIVE

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To mark Pride Month this year, Givenchy Parfums states its support for the LGBTQIA+ cause by launching an unprecedented project: the brand has decided to team up with London gallery owner and LGBTQIA+ activist Amar Singh, and artists Rewind Collective to create a digital artwork which have been sold for the benefit of the Le MAG Jeunes organisation. An initiative which perfectly reflects the House's approach, according to which disruptive creativity and innovation always go hand in hand with values of respect and inclusion.

After having ventured into the field of gaming by creating makeup looks for the video game *Animal Crossing*, Givenchy Parfums, always accompanied by the creative music studio **Like Fire** and the **Exhibition** magazine collective, is now exploring the new world of NFTs (non-fungible tokens, digital works encoded in a way that ensures their uniqueness and authenticity). The House thus becomes the first beauty brand to come up with an NFT and to put this innovation at the service of an essential cause.

Drawing inspiration from the House's hallmarks, as well as the colours of Pride Month, this original virtual artwork is being unveiled today on the @givenchybeauty Instagram page. **The 1,952 copies were sold out in 2 seconds flat** on VeVe, the largest mobile-first digital collectibles platform. At the end of the sale, which took place from 21 to 26 June, the association Le MAG Jeunes received the 128,000 dollars raised.

This initiative is fully in line with Givenchy Parfums' approach, which aims to promote a culture open to all types of diversity. The singularity and expertise of its employees are a precious source of creativity and innovation. Givenchy Parfums ensures that all are included so that they are totally free to be themselves and can fully express their potential. Each talent is unique and the strength of the House relies on merging these differences.

VeVe, a committed partner for the 'Pride' NFT sale

Founded in 2018, VeVe was created by collectors and for collectors to bring premium licensed NFT digital collectibles to the general public. With over 300,000 active users and 500,000 NFTs sold, it is the largest mobile-first digital collectibles platform. In March 2021, VeVe committed to 100% carbon neutral NFTs and provided \$7+ million in grants to environmental nonprofits to raise money for causes through NFT promotions. The VeVe Digital Collectible app is available on both iOS and Android.

Amar Singh and Reward Collective, the art of activism

Based in London, Amar Singh is known as much for his contemporary art gallery as for his activism in favour of the rights of women and LGBTQIA+ people. Involved in the decriminalisation of homosexuality in India, his country of origin, he makes the most of his profession as a gallery owner to assert his convictions: the Amar Gallery, founded in 2017, puts the spotlight on creators from the LGBTQIA+ community, as well as women artists. In 2019, Amar Singh was ranked in the Forbes list of the “30 under 30s” for his contribution to art and culture.

For all these reasons Givenchy Parfums decided to commission Amar Singh and Rewind Collective for its Pride Month project. The gallery owner immediately saw in Rewind Collective, which he represents, the ideal artists to complete this initiative successfully: indeed Rewind Collective creates 100% digital works which question gender stereotypes and the place of minorities in art history.

Titled “Pride”, the artwork created by Rewind Collective for Givenchy Parfums is a series of animated portraits symbolising diversity, the assertion of identity and the fight for equal rights. Innovative photos, which the collective reinterpreted digitally in the colours of the Rainbow Flag, thus expressing Givenchy Parfums’ commitment to a more diverse, more inclusive, in short, more universal kind of beauty.

About Like Fire:

Founded in 2020 by music enthusiasts and experts in communication strategy and the luxury industry, Like Fire is **a creative studio dedicated to sound and digital cultures.**

At a time when content is abundant and audiences are oversubscribed, the brands that emerge and create preference are those that develop their cultural footprint.

The studio creates this connection between brands and audiences through creative music and cultural devices: activations, brand content, events, influence, playlists, compositions and podcasts. Its expertise ranges from consulting to design, artistic supervision, production and amplification.

Like Fire has already distinguished itself by launching Givenchy Beauty on Animal Crossing and by asking musician Lewis OfMan to compose the original music for the new perfume Orphéon.

Regular clients include Issey Miyake Parfums, Moët & Chandon, Givenchy Beauty, Chloé, Dior...

The studio is a member of the Exhibition collective.

About Exhibition collective:

Exhibition collective brings together artistic, digital, musical and editorial talents to serve luxury and lifestyle brands. It was founded two years ago around the fashion magazine Exhibition.

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