

Coccinelle launches fundraising campaign to help Italy battle COVID-19

By **Mary Jane Pittilla** on March, 16 2020 | Fashion, Bags & Accessories



“Together, united, even if it’s from a distance, we can overcome this” - Coccinelle Global Commercial Director Emanuele Mazziotta

Coccinelle has started a fundraising campaign to help Italy overcome the COVID-19 pandemic.

The campaign, named Coccinelle Ci Mette Il Cuore (Coccinelle Puts Your Heart Into It), has been launched by the Italian accessories brand on the online platform GoFundMe.com.

In a message to travel retail partners, Coccinelle’s Global Commercial Director Emanuele Mazziotta said the money raised from this campaign would go to support Italy’s health emergency “at this time of great difficulty”.

The link to the fundraising campaign is at <https://www.gofundme.com/f/wwwgofundmecomfcoccinel...>

Mazziotta said: “Small gestures make the biggest difference: it’s true. Coccinelle is convinced this is the right thing to do: together, united, even if it’s from a distance, we can overcome this. Now more than ever.”

In a separate statement, Coccinelle’s CEO Peter Kim told colleagues and business partners that Coccinelle had closed all its directly operated stores throughout Italy to protect clients and employees, but online sales would continue.

“Faced with the ongoing emergency, this step is an act of love by a profoundly Italian brand at this time of great difficulty for the whole of Italy,” said Kim. “It is also a practical gesture of responsibility.

“For several weeks, the company’s efficiency and proactivity has enabled us to work remotely without stopping our activities, while at the same time safeguarding our safety.

“The shopping experience continues online at coccinelle.com, while Coccinelle reaffirms its upbeat approach by organizing a fundraising campaign, whose monies will go to all the hospitals.”

He added: “Important goals can only be achieved together, united, even if it’s from a distance. Italy, Coccinelle is staying at home, and close to you.”