

Elizabeth Arden partners with Sparrow Society to give back and support women empowerment



The eight-year relationship employs women from underprivileged communities in South Africa to source the beauty brand's hand-crafted cosmetics bags

Elizabeth Arden has announced the continuation of its longstanding relationship with [Sparrow Society](#), a South African non-profit organization that works to build a more equitable society through gender advocacy, strategic economic empowerment, and support for survivors of gender-based violence.

Over 100 years ago, Miss Arden inspired females across the globe through her entrepreneurial spirit and commitment to innovation in the beauty industry. Arden's values and legacy remain at the core of the Elizabeth Arden brand, and this enduring collaboration with Sparrow Society exemplifies the brand's continued commitment to supporting women.

Offering a different option to the conventional relief and aid model, Sparrow Society seeks to provide sustainable and holistic economic empowerment to its network of more than 100 women-

owned sewing businesses.

The connection between Elizabeth Arden and Sparrow Society employs women from underprivileged communities in a safe and dignified work environment, allowing them to support their families and produce ethical and fashionable products. Over the last eight years, this relationship has produced over one million bags, creating job opportunities for more than 200 women. Last year alone, 95 women were encouraged to start home-based sewing businesses, and nine survivors of human trafficking were trained to work again.

“We are thrilled to continue our support of this incredible organization,” says Martine Williamson, Chief Marketing Officer at Revlon (Arden’s parent company). “As a brand that was founded by an inspiring female entrepreneur, Elizabeth Arden is proud to be impacting women’s lives meaningfully and supporting their path to economic stability through our relationship with Sparrow Society.”

“Elizabeth Arden gift-with-purchase bags are so much more than just free gifts - they are changing people’s lives,” adds Kate Brim-Senekal, Founder and Managing Director at Sparrow Society. “They are giving women in South Africa the opportunity to build a better future for themselves through creating something beautiful. For Elizabeth Arden consumers, to be able to hold something like that in your hand - a bag that carries such an impact - is extraordinary.”

The three 2024 gift-with-purchase bags contain a curated selection of Elizabeth Arden’s skincare favorites, including award-winning formulas from the brand’s Ceramide, Eight Hour® and PREVAGE® collections.

Ethically sourced and produced, these handmade, limited-edition Sparrow Society cosmetics bags are available globally from this month in both domestic and travel retail channels, while stocks last.

“Elizabeth Arden has always fought for women’s rights and independence,” says Céline Moittié, Elizabeth Arden Marketing Director EUTR. “With this gift-with-purchase campaign our company values and heritage remain once again at the core of all activations we create, staying true to our mission and commitment to supporting women across the world.”