
MANOLO BLAHNIK

KRISTINA BLAHNIK - PHILANTHROPY

CEO



Kristina Blahnik, CEO of Manolo Blahnik Limited, is both a businesswoman and a creative, a rare fusion who has steered the family run business forward, keeping the soul and the integrity of the brand at the forefront.

“To optimise, not maximise” is Blahnik’s key ethos, believing in making decisions driven by heritage and creativity, rather than fashion and trends. Manolo Blahnik is a brand with genuine soul and sincerity; a legacy which Blahnik has dedicated herself to protect.

Blahnik is an avid supporter of mental health; an incredibly important cause that she has made a commitment to, both personally and professionally. 2020, saw the launch of Smile in support of The Mental Health Foundation, a charity whom the company has partnered with since early 2019, in which Blahnik is also an official ambassador for the charity. The initiative launched a series of activities encouraged to make our global community smile; from colouring in Manolo’s sketches, to a selection of his favourite books and films, each activity was designed to provide a sense of escapism when people needed it most.

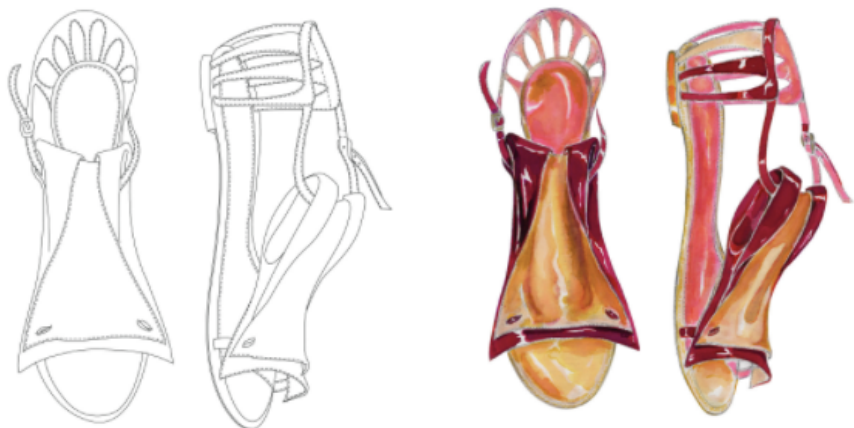
2020 has proven to be a philanthropic year for the Blahnik family, making donations to two incredibly worthy organisations; their long-time partner The Mental Health Foundation, helping to fund a vital research project on the effects of Covid-19 and The Boris Lawrence Henson Foundation who aims to eradicate the stigma around mental health issues in the African American community.

Smile

2020, saw the launch of 'The Smile Initiative' in support of The Mental Health Foundation, a charity whom the company has partnered with since early 2019, the initiative involved a collection of Manolo's sketches to be enjoyed from home in hope of providing inspiration and spreading positivity in this time of isolation and uncertainty. The initiative was made in support of the partnership with the Mental Health Foundation.

Launched on manoloblahnik.com, The Art of Colouring encompasses a downloadable selection of Manolo's original sketches stripped back to outlines designed to be coloured in by hand. Drawing is an activity close to Manolo's heart and of the house, and one we believe can bring a sense of calm and encourage mindfulness. To spread more smiles and further unite our community, participants were invited to share their creations on social media using #ManoloBlahnikSmiles. Also on the website, our community are able to view other aspects that make Manolo Blahnik smile, including his favourite books, films and recipes.

"It is a personal commitment of mine to support mental health and wellbeing. At a time where many of us will be challenged, it is crucial for us to be careful and support each other and I hope this initiative will give light relief to all. I look forward to being inspired by the individual works shared across the community." – Kristina Blahnik





Manolo Blahnik is proud to support the Mental Health Foundation and has been doing so as an official partner since May 2019. Their work on mental health during the coronavirus pandemic, is one of many highlights in the work they carry out to implement systemic change around all mental health related issues. Manolo Blahnik has made a recent donation to help fund the Mental Health: Coronavirus and the Pandemic project, a fundamental research programme to examine the impact on individuals and communities across the UK.

Within our internal Manolo Blahnik community we marked and celebrated Mental Health Awareness week in May 2020 with every employee receiving a green ribbon (the emblem of Mental Health) to be as creative as possible and to make you *Smile*. Manolo Blahnik are proud to continue their support for 2021 and will be rolling out both internal and external activations across Mental Health Awareness Week from 10th-16th May.


“Supporting mental health is an incredibly important cause that I have made a commitment to, both personally and professionally. Often it can be overlooked because it’s not physical – but can be equally debilitating. In 2019, we partnered with Mental Health Foundation and have since funded many research projects. Their work on mental health during the coronavirus pandemic, is one of many highlights in the work they carry out to implement systemic change around all mental health related issues. Manolo Blahnik has made a recent donation to help fund the Mental Health: Coronavirus and the Pandemic project, a fundamental research programme to examine the impact on individuals and communities across the UK.”











In 2019, Blahnik was appointed as an official ambassador for the Mental Health Foundation. In this philanthropic role Blahnik has committed to raise awareness of this incredible cause and supports through her personal social media platforms and press interviews. Below are the posts from Blahnik's personal Instagram platform, marking the UK and US Mental Health Awareness Weeks in 2020.



 kristinablahnik • Follow ...

 kristinablahnik In 2015 my life finally took the turn it needed to to put me on the path of finding a true sense of self-worth that brings with it moments of deep inner contentment. Not just happiness, that I have thankfully had so much of in my life, but simple serenity. The ability to sit in silence with myself and say "I am good enough" is the greatest gift I have been able to give myself, but it was incredibly hard to even get a glimpse of that. It was because of the kindness of so many of my friends who talked to me, listened to me, distracted me or simply just sat with me in my despair, that I started to see that there could be a different reality to my life.

 Liked by floivorypeters and 236 others

MAY 19, 2020

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 kristinablahnik "What is the bravest thing you've ever said?" asked the boy.
"Help," said the horse.

Being able to shed the armour we have all worked so hard to build around ourselves and to allow our vulnerabilities to be seen is truly terrifying; but that place we desperately try to hide from is also the place where true self love can be found. There is nothing but strength in asking someone to help support you overcome your weaknesses.

Thank you @CharlieMackesy for illustrating and writing such a truly beautiful book that has brought me

 Liked by rowenaclarke19 and 202 others

OCTOBER 10, 2020

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