Beat: Vips

ANNE KLEIN S GRANDDAUGHTER To Launch COVID-19 RELIEF EFFORT

UNITES WITH ICONIC FASHION BRAND

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USPA NEWS - WHP Global ("WHP" or the "Company"), owner of the iconic women's fashion brand Anne Klein has united with the namesake designer's granddaughter Jesse Gre Rubinstein to provide relief during the COVID-19 pandemic. To meet the immediate need for Personal Protection Equipment (PPE), the Company announced on April 20, the procurement of 100,000 face masks through its supply chain, which will be distributed with Jesse to essential workers and community organizations providing relief across the United States.

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Uniting the brand Anne Klein with the founder's family at this critical time and making a commitment to distribute 100,000 masks to those on the frontlines helping our communities, is a win/win. This is just the beginning of our planned collaboration with Anne's granddaughter, Jesse. We're thrilled to partner with her," said WHP Chairman and CEO Yehuda Shmidman.

"I am honored to have the opportunity to play a role in supporting my grandmother's legacy by highlighting inspiring individuals who even during this time of great uncertainty, embody the vision and strength to empower their community and uplift those around them," added Jesse Gre Rubinstein, founder & CEO of social media agency, Hello There Collective. "My hope is that this initiative serves as the launch of a powerful network that can both support and inspire others to help not only in the present, but as we begin to rebuild."

Additionally, WHP has tapped Jesse and her agency to spearhead the upcoming launch of Anne Klein's new social series, featuring notable individuals making a difference and connecting communities during this global pandemic. Following in the footsteps of Anne Klein who inspired so many, Jesse will host a Facebook Live series featuring the heroes of today, inspiring the next generation of trailblazers, with guests from a variety of industries who are championing aid during the pandemic.

* Photo cover : Anne Klein's granddaughter - Jesse Gre Rubinstein - unites with iconic fashion brand to provide relief during the COVID-19 pandemic.

Source : WHP Global

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