

# Why Pura Vida Cares

Pura Vida is a jewelry company founded in 2010, most well-known for its colorful string bracelets and artisan-made jewelry. From its inception, Pura Vida has focused on giving back to local communities, donating over four million dollars to over 300 organizations to date.

Pura Vida's charity pillars include mental health, and they prioritize causes that are important to their customers who are largely within the age 18-24 demographic. "[Our customers] are really hungry for change," shared Mikala Andrea (she/her), Associate Merchant: Charity. When Pura Vida was looking for a Pride partner, they noted that **The Trevor Project is an expert in the field of LGBTQ+ youth mental health and has a long track record in serving LGBTQ+ young people.**

**"[A] partnership with Trevor felt like a no-brainer,"** Mikala explained. **"It's been a huge highlight every June celebrating Pride Month. It continues to get bigger and bigger."**



# Defining the Campaign

Pura Vida's partnership with The Trevor Project came to fruition in 2021 with the introduction of a few Pride bracelets. In just two years, Pura Vida's Pride collection has grown to their biggest and most inclusive offering yet with over twenty styles, from Progress Flag jewelry to new string bracelets with the colors from flags celebrating different LGBTQ+ identities. The collection is available year-round, showcasing their authentic commitment to Trevor's mission.

Pura Vida has also worked to be intentional and inclusive behind the scenes. For the launch of the 2023 collection, everyone on the marketing set, including the photographers and models, was part of the LGBTQ+ community.

**"I'm proud of how this was definitely our most inclusive Pride campaign,"** Mikala shared. **"We had something for everyone, and I loved that we were able to represent five of the LGBTQ+ flags this year."**

# How The Trevor Project Supported Pura Vida

The Trevor Project is dedicated to creating mutually beneficial, aligned, and sustainable partnerships, and we are committed to ensuring that the partner feels connected to our mission. Pura Vida and The Trevor Project prioritized clear communication, transparent guidelines, and centering the work Trevor does to support LGBTQ+ young people.

“We really work together every step of the way,” Mikala noted, emphasizing how important it is that Pura Vida and The Trevor Project are on the same page. “The collaboration is the biggest piece that makes the partnership so successful, and makes us feel so supported.”

- ★ Together with Pura Vida’s team, Trevor’s corporate partnership and marketing experts **brainstormed** ways to create a more inclusive product line, contributing suggestions on how to build the identity flags into their new collection
- ★ Trevor’s comprehensive **brand toolkit** helped Pura Vida build their campaign with copy recommendations for marketing and advertisements, guidelines around sharing our mission, and resources for educating their audience
- ★ After the campaign, we **shared learnings** so we could begin planning for an even larger and more inclusive campaign next year

**“This was truly the most inclusive and representative collection that Pura Vida has created yet,”** Samantha Bayne (she/her), Senior Corporate Partnerships Associate, said.

**“We are so proud of the ways we were able to work directly with Pura Vida and brainstorm how we can make every member of their customer community feel included in this year’s campaign.”**

## Results

Pura Vida’s **Pride collection** was their **biggest charity in 2023**, with their sales growing **118% year-over-year.**

**11% of total e-commerce sales** in June were for the **Pride collection.**

**Over \$60K** was raised for Trevor’s mission this year, bringing their lifetime donation to **over \$110K.**

Additionally, their 2023 social posts reached **over 500K users** and engaged **almost 29K users.**



# What's Next?

The future is bright for the partnership with Pura Vida! Their dream is to make sure that there is a product in the collection for everyone.

Mikala says, "I'm really excited just to keep growing [Pura Vida's campaign].

*Our customers keep responding to it and keep loving it.*

I'm excited for it to just keep getting bigger and keep spreading [the] mission."



# Interested in Collaborating with Us?

A product collection is a powerful way to engage customers around Trevor's mission, and our incredible cause-marketing experts are here to take your product-oriented campaign to the next level. The Trevor Project can work to create an authentic, intentional, and meaningful collection by working directly with your marketing teams, providing clear guidelines in speaking about our mission, and/or sharing campaign assets to show your support.

Together, we can clearly communicate the impact of purchasing the product to the customer, and brainstorm ways to make the collection year-round so customers know that your company is truly committed to supporting the LGBTQ+ community. If you'd like to learn more, please fill out our [Corporate Partnership Inquiry Form](#).