

[BUSINESS](#) / [BUSINESS FEATURES](#)

# Richemont's Alain Bernard Honored at Valentine Ball

The luxury executive has been a stalwart supporting The Bowery Mission.

By [David Moin](#) on February 14, 2020



 James Winans and Alain Bernard at the Valentine Ball benefiting The Bowery Mission. Albert Cheung Photography LLC

When Alain Bernard, president and chief executive officer of Richemont North America, moved to New York City seven years ago, he discovered a tale of two cities. “It’s a city of immense luxury in close proximity to immense poverty,” Bernard told the black-tie crowd at The Plaza on Thursday for the annual Valentine Gala benefiting The Bowery Mission.

“The number of millionaires and the number of homeless are both growing at the same time,” Bernard said, citing statistics indicating 70,000 “officially” counted homeless in the city,

## ESSENTIALIST

— TODAY'S MUST READ —



[Eat, Watch, Wander and Work Out at All the New London Hotspots](#)

## LATEST GALLERIES



[The Top Fashion Trends for Fall 2020 From New York Fashion Week](#)

though there's certainly many, many more that go uncounted, amid a city where there's "a million millionaires," Bernard said.

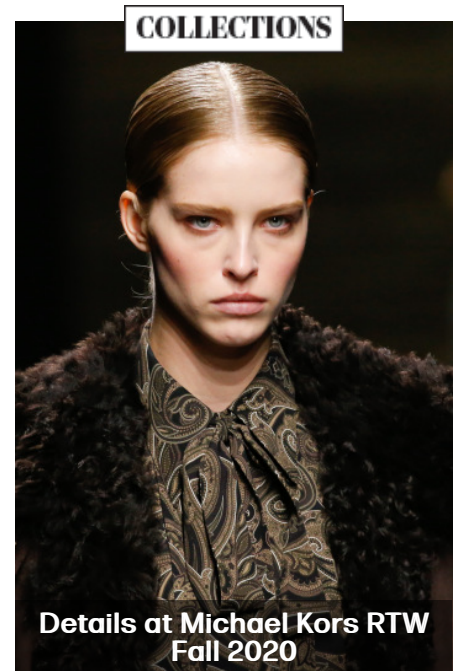
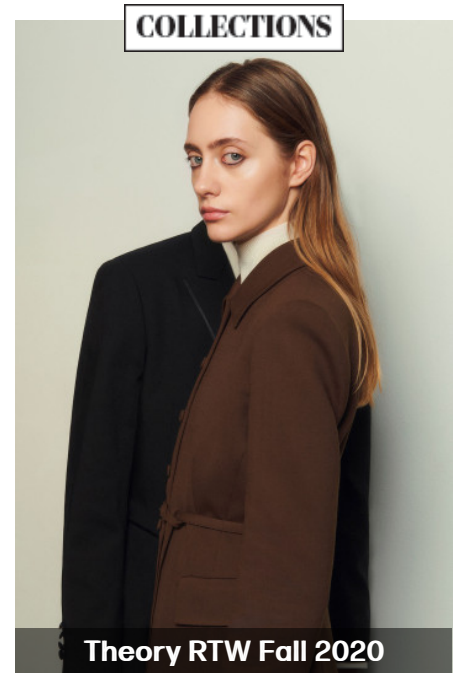
Bernard, who ran the New York City Marathon to support The Bowery Mission's efforts to help men and women overcome homelessness and achieve independent living, and to empower youth to succeed, was the sole honoree at the gala, where many in the crowd of 425 expressed dismay over the nation's mounting homeless crisis in cities like San Francisco, Los Angeles and New York.

Bernard has been a partner of The Bowery Mission since 2013, when he first served a Christmas meal at The Bowery Mission with his family. He's since introduced friends and colleagues to The Bowery Mission, located at 227 Bowery in lower Manhattan, to support the cause.

"I'm honored and humbled to be part of this astounding organization. The Bowery Mission has helped so many New Yorkers get their life back," said Bernard. "I feel privileged to live in this amazing city surrounded by beloved family, friends and colleagues, and by everything I need. We all have a responsibility to give back to our human sisters and brothers — those who need our help the most."

"God aligns with the marginalized," said James Winans, The Bowery Mission's interim ceo. "At The Bowery Mission, we experience what is possible when a person who has given up hope is loved well. Neighbors who seem to be ruined by homelessness can be fully transformed, living independently and contributing to our community...This Valentine's Day, we are grateful to Alain Bernard and all those supporting the Valentine Gala. Together, we make it possible for The Bowery Mission to love well and offer this bright future to many more New Yorkers in need."

Over the last 20 years, the Gala has raised over \$1.3 million for the Bowery Mission, founded in 1879 by the Rev. and Mrs. A. G. Ruliffson. Thursday's event raised well over \$1 million through table sales, the live and private auctions, and some spontaneous



donations during the event. Each year, The Mission provides more than 558,000 hot meals, 140,000 nights of shelter, 100,000 articles of clothing and 2,400 on-site medical and optometry exams. The Mission also runs a summer camp in the Poconos for hundreds of children.



Frederic Fekkai, Daniel Boulud and Marigay McKee at the Valentine Gala to support The Bowery Mission. Albert Cheung Photography LLC



They Are Wearing: New York Fashion Week Fall 2020

**WWD**  
FREE ALERTS & NEWSLETTERS

**SIGN UP**

By subscribing, you agree to our [Privacy Policy](#) and [Terms of Use](#).

**PMC TRENDING**

A photograph of the winners of American Idol, including David Cook, Dianna Agron, and Kris Allen, celebrating on stage with confetti.

**GOLD DERBY**  
'American Idol': Top 10 Winners We Love The Most, Ranked

**GOLD DERBY**  
Who needs an Oscar to reach EGOT?



## WWD Recommends



### DESIGNER AND LUXURY

#### EXCLUSIVE: H&M Teams Up with Angel Chen on First China Designer Capsule

While H&M's & Other Stories will enter the Chinese market via Alibaba's B2C platform Tmall this fall.



### PEOPLE

#### Candice Lambert: The Woman Behind Kelly Clarkson's Designer Makeover

The singer will be hosting the Billboard Music Awards tonight on NBC.



### FASHION SCOOPS

#### Jaclyn Hill's Makeup Brand Drama: Everything You Need to Know

A breakdown of the allegations and controversy surrounding the influencer's namesake beauty line.

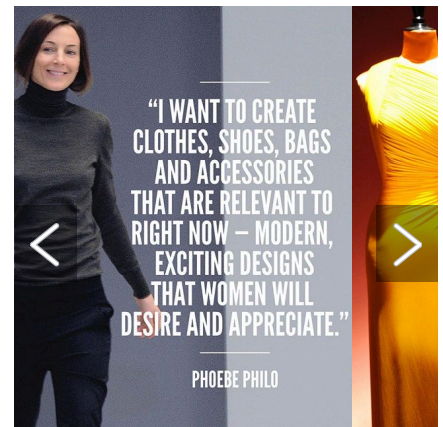
### GOLD DERBY

Josh Brolin  
movies: 16 greatest films ranked

### GOLD DERBY

Who Needs a Tony to Reach EGOT?

## SOCIAL STUDIES



### @wwd

Phoebe Philo is returning to fashion. WWD said yesterday that the English designer is launching a new collection and has been interviewing designers. One of the most admired designers of her generation, Philo earned her name during a 10-year tenure at Celine. Last season, she minted low-key minimalist clothing and handbags and built an ardently loyal fan base. Philo said the above in an exclusive interview when she joined the brand in 2008. Report: Miles Socha & Martha Conti — #wwdfashion #phoebephilo

The Her  
wear. Ti  
during P  
late col  
left  
unfi  
sugge  
she  
accep  
way He  
opport  
liv  
@

## More From Our Brands

**FOOTWEAR NEWS**

**Brands Prioritize Sustainability at Sole Commerce in NYC**

4h Ago

**FAIRCHILD LIVE**

**2020 WWD Digital Beauty Forum**

3 months Ago

**SOURCING JOURNAL**

**Coronavirus Concerns Have Amazon Stockpiling China-Made Goods**

5h Ago

**ROBB REPORT**

**From Sparkling Rosé to Premium Champagne: The 10 Best Bottles of Bubbly for Valentine's Day**

5h Ago

**SHEKNOWS**

**Prince Harry & Meghan Markle's Nicknames for Each Other Are So Simple & Sweet**

5h Ago



**Subscribe to WWD's newsletters**

**SIGN UP**

By subscribing, you agree to our [Privacy Policy](#) and [Terms Of Use](#).



Get all the top news stories and alerts straight to your inbox.

© Copyright 2020

Penske Media Corporation