

Dedoles Supports the LGBT+ Community They'll Donate €1 for Every Rainbow Comment



Dedoles has long supported social diversity and inclusion as part of its corporate values. During the month of June, which is also globally known as PRIDE month, the company openly expressed its support for the LGBT+ community, which still faces discrimination or hatred in Slovakia, as evidenced by a survey conducted by the [EU Agency for Fundamental Rights](#) last year. During the Pride campaign, Dedoles faced many hate attacks. Therefore, they decided that, for each rainbow comment under their Facebook or Instagram posts, whether positive or negative, the company will donate €1 to the LGBT+ Community Support Fund at the Pontis Foundation. In this way, they want to turn hatred into love, mutual understanding, and help.

Rainbow Collection

Dedoles believes that there is no need to be afraid to show the world your true self. The company joined PRIDE 2021 celebration, and, for this reason, the designers have created a [Rainbow Collection full of colours and patterns](#). After all, the world is not just black or white, it is fun, bright, and full of individuality. Together with its fans, Dedoles aims to break down prejudices in fashion and society. By creating this year's Rainbow Collection, Dedoles wanted to express that love and fashion know no bounds. And as icing on the cake, they turned all the hateful comments into something useful.

"Through our Pride collection, we support the theme of social diversity and inclusion, which are also part of our corporate values. In our communication, we have clearly expressed Dedoles' opinion on this topic. We respect everyone's opinion, and at the same time, we feel responsible towards all

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Dedoles s.r.o. is a company registered at the District Court Bratislava I, section: Sro, Insert. no.: 81976/B, Company ID (ICO): 46 706 305, Tax ID: 2023541630, VAT: SK2023541630, Bank: FIO BANKA, SWIFT: FIOZSKBAXXX, IBAN: SK62 8330 0000 0026 0026 9926

minorities. We are sorry for how much hatred this topic has sparked today. We, therefore, decided to donate €1 for each comment under our Pride Facebook posts to the LGBT+ Community Support Fund at the Pontis Foundation. Let's turn hatred into love and stop judging others just because they are different. The world is not just black or white, am I right?"



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