



Impact summary

12/7/2026

LA MER

Supports



6

coral spiders
installed



A brand born from the sea

For many of us, the ocean exists as background noise, quietly lapping at distant shorelines. But as a brand born from the sea and powered by the self-regenerative properties of kelp, La Mer is committed to listening closely to its needs—and sharing its story with the world.

Blue Heart Initiative

With our Blue Heart initiative, we aim to give back to the ocean which has provided us with so much. Through awareness-raising programs, partnerships with inspiring environmental advocates, and charitable donations through the La Mer Blue Heart Oceans Fund, we're committed to helping protect marine habitats across the globe in hopes of ensuring flourishing seas for generations to come.

Projects we support



La Mer's coral spiders

 6 coral spiders installed

On 15 September 2024, six coral spiders with each sixteen coral fragments were installed in the name of La Mer, in the context of coral reef restoration near Nusa Penida, Bali. A first monitoring round was executed on October 31, 2024. When using the spider technique, individual metal structures are welded together by local villagers. Once the spider is created, a coat of cement paint is applied. This prevents the leaching of iron into the ecosystem and acts as an attractive base of attachment for the coral. On the upward-facing part of the spider, an engraved "La Mer" name tag made from bamboo is placed. After that, it's time to go into the ocean, for the first time at least. The spiders are left in the ocean for 4 - 6 weeks to become coated in coralline algae. Once the spiders are coated in algae, mixed reef planting techniques are carried out. The reef is carefully combed to find naturally broken, yet still living coral fragments from a variety of coral genera. These fragments are then attached to the spiders using zip ties. As the zip ties become overgrown, excess material is carefully removed to avoid harming wildlife. We attach 16 coral fragments to one coral spider and each spider occupies 0,35 square meters of seafloor. Through the customization of a spider with a name tag, the spider technique allows for transparent monitoring of the coral growth and reef health. This tailored approach ensures transparent and effortless reporting on the progress of restoration efforts



