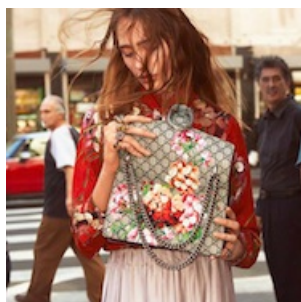


INTERNET

Kering aims to spark debate in sustainability Twitter talk

November 16, 2015



Gucci fall/winter 2015 campaign, Gucci Blossom motif

By STAFF REPORTS

French conglomerate Kering is creating a conversation before December's Sustainable Innovation Forum 2015 through a Twitter talk on environmental issues.

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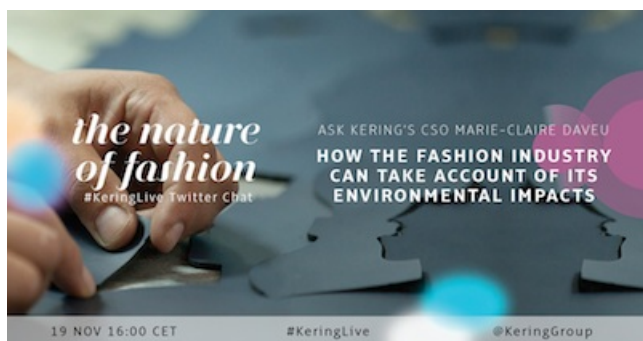
The #KeringLive event on Thursday, Nov. 19 at 10 a.m. EST will cover topics that specifically impact the fashion industry, allowing participants to discuss challenges and share best practices with their peers. This effort at opening a dialogue between members of the fashion industry follows the concept of Kering's open-source report released earlier this year ([see story](#)).

Public chat

The Twitter talk will be hosted by the group's chief sustainability officer Marie-Claire Daveau. Attendees are encouraged to tweet questions or comments to @KeringGroup using the hashtag #KeringLive.

Topics that will be covered include what businesses can glean from conducting an environmental profits and loss evaluation to why nature should be monetized and the role fashion plays within ecology.

Even if consumers cannot join in the discussion live, they can still participate by submitting questions early and reading the thread afterwards.



Promotional image for Kering Twitter talk

Kering presented plans for its five-year partnership with the London College of Fashion's Centre for Sustainable Fashion in October 2014.

This collaborators will promote sustainability in fashion by encouraging innovation, working with students, as well as designers, teachers, researchers and industry experts. As Kering focuses on its in-house sustainability efforts, this further positions the group as a leader in eco-friendly fashion ([see story](#)).

This issue is poised to impact the fashion industry in years to come.

On average, the supply chain accounts for half of the typical corporation's carbon emissions, according to a report by French luxury conglomerate Kering and non-profit consultancy BSR.

Climate change could have negative effects on the quality and availability of a number of raw materials, and the associated combative measures could also impact the fashion industry. To assure their own futures, brands in fashion must play a part in reducing emissions and combating climate change, building it into their long-term strategy ([see story](#)).

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