

RETAIL

LVMH celebrates Green Week by highlighting its sustainable infrastructure

June 2, 2017



LVMH is committed to sustainability in every area of the company. Image source: LVMH

By DANNY PARISI

French luxury conglomerate LVMH is finishing off Green Week by sharing the details of its environmental efforts as it strives for sustainability at all stages of the supply chain.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Green Week is organized by the European Commission and is running from May 29 to June 2. LVMH is one of many companies participating, and the group has been posting several explanations of what it does to help push towards sustainable goals.

"Today, the great majority of the activities in the Group's different business sectors have made key environmental issues an integral part of their operations," said Sylvie Bnard, environment director at **LVMH**, Paris.

Green Week

Every year the European Commission hosts what it calls Green Week, a week-long conference focused on environmental policy and building a more sustainable future.

LVMH is one of the largest luxury contributors to this program and every year the group participates in the events and updates the public on what it is doing for its part in making businesses more sustainable.

This year's theme is green jobs, or making employment and workers' conditions reflect a commitment to sustainability.

LVMH highlighted several things over the course of the week, first being the role of environmental manager it has created.

At every LVMH-affiliated maison is an environmental manager, a person whose job it is to ensure that that specific location is abiding by all the environmental rules set up by LVMH's Group Environmental Department, which was founded in 1992 to give the company environmental direction.



One of LVMH's attempts at sustainable packaging

These environmental managers focus on protecting the company's natural resources and ensure that it is not engaging in harmful practices as it manufactures and ships its products.

LVMH has a long-term goal of reducing emissions by 25 percent between now and 2020. This plan is called the LIFE 2020 program and is one of the chief environmental goals of the group.

In other areas of its supply chain, LVMH is using tools to enforce strict environmental policies.

For example, LVMH calculates the environmental performance index of all its materials to create eco-friendly packaging that will reduce waste and emissions while saving money for the company.

A major contributor to LVMH's overall carbon footprint is its retail spaces, which is why the group has been using energy audits and smart technology to keep energy use and emissions from its retail spaces under control.

Sustainable efforts

Sustainability is an important issue now more than ever. With the increasing risk of climate change only getting worse and not better, it is imperative that every major institution in the world come together to work towards the goal of reducing climate change.

Luxury has been playing a major role in the fight.

Setting out to demonstrate how luxury's trendsetting position can fast track cutting-edge technologies, the CEO and founder of Fashion Tech Lab Ventures spoke with Financial Times' fashion editor Jo Ellison during the FT Business of Luxury Summit May 16 on the subject. As consumer sentiment shifts increasingly toward ethical and sustainable goods, luxury is likely to benefit from the many innovations currently being developed in secretive laboratories strewn all over the world ([see story](#)).



LVMH tries to extend sustainability to acquiring its natural resources as well

But unfortunately, this effort is still being hampered by some of the world's governments that refuse to take action on climate change. For example, President Donald Trump announced his decision to withdraw the United States from the Paris Agreement to fight climate change sometime in the future.

Despite being one of the most powerful countries in the world, the U.S. will be one of the few countries that is no longer in agreement with the deal if it leaves. This runs counter to not just the rest of the world's countries, but also major figures in the luxury industry, which have been moving toward sustainability in recent years ([see story](#)).

But while the U.S. may be sluggish and combative on climate change, luxury companies such as LVMH continue to renew their efforts to create a more sustainable world, starting with LVMH's environmental training of its employees.

"I think this training is essential in my current position and also very helpful for developing my skills. I'll be able to put several of the concepts into practice, including the notion of pollution transfer, which is useful in making decisions," said Loic Zaradzki, construction procurement manager at Parfums Christian Dior, Paris.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.