

APPAREL AND ACCESSORIES

Gucci kicks off 10-year CSR initiative with fur-free pledge

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Gucci is turning away from fur for all future collections. Image credit: Gucci

By STAFF REPORTS

Kering-owned Gucci has become the latest fashion label to eschew fur as part of its larger decade-long sustainability plan.

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Speaking during the Kering Talk at the London College of Fashion on Oct. 11, the Italian house's CEO Marco Bizzarri announced Gucci's "Culture of Purpose," which will see it make investments in the environment, humanity and innovation over the next 10 years. As consumers demand more from the brands they shop with, luxury is responding with increased attention towards being responsible.

Sustainable commitment

From the recently shown spring/summer 2018 runway collection on, Gucci's designs will not include animal fur. Gucci joins Armani and Yoox Net-A-Porter Group, who have also become part of the Fur Free Alliance ([see story](#)).

Gucci will be selling its remaining fur items in a charity auction, which will benefit Italian animal rights group LAV and the Humane Society.

Aside from its fur pledge, Gucci is also working with UNICEF as a founding partner of its Girls' Empowerment Initiative. Announced on International Day of the Girl, the partnership will include a 1 million euro, or about \$1.2 million, contribution to the project.

Gucci's Culture of Purpose is focused on three key areas, one of which is the environment. The company is aiming for traceability of 95 percent of its raw materials.



Gucci is looking toward the future with sustainability. Image credit: Gucci

Also falling under Gucci's plan are efforts to better society, whether achieving diversity within its own workforce or ensuring its supply chain is sustainable.

The brand is also committed to finding new models of production and logistics. As an example, Gucci mentions establishing an incubator within the company to mimic the feel of startup culture, fostering innovation.

"In selecting a new creative director I wanted to find someone who shared a belief in the importance of the same values," Mr. Bizzarri said. "I sensed that immediately on meeting Alessandro for the first time.

"Together, by committing to a culture of purpose, taking responsibility and encouraging respect, inclusivity and empowerment, we want to create the necessary conditions for a progressive approach to sustainability."

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