

Parfums Mugler aims to pioneer fragrance via sustainability efforts

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Parfums Mugler Les Exceptions. Image credit: Parfums Mugler

By STAFF REPORTS

French fashion house Mugler is looking to become a sustainable pioneer in the fragrance space by using responsibly developed alcohol in its perfumes.

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Nearly all facets of the luxury industry are pushing environmentally friendly agendas as consumer consciousness gravitates toward an interest in ethical and sustainable business practice and products ([see story](#)). Parfums Mugler, produced by the Clarins Group, is striving to become the fragrance sector's first brand to take steps to manufacturing a more responsible product.

Grown in France

Clarins Groups' "made in France" program will aim to produce a perfume alcohol that meets stringent environmental and social requirements. Parfums Mugler and Azzaro fragrances will be the first to take part in Clarins' unprecedented program.

The program, the first of its kind for the fragrance sector, will promote biodiversity in agricultural products. This effort benefit the local production and the supply chain between harvest and transformation sites.

Clarins' program will be based on the Remicourt farm in Amifontaine, near Reims in the Champagne-Ardenne region of Northeast France. At the farm, sugar beets will be grown and later transformed into perfume alcohol.



Parfums Mugler's Angel. Image credit: Mugler

Through the program, Clarins Group will help balance the local ecosystem that protects and regenerates the surrounding production site. The fragrance and personal care brand will plant trees using an agro-forestry model.

In 2016, Clarins Group planted 2,209 trees at the edge of the field and within the plot of sugar beets. Planting will continue through 2017 and into the future.

"Luxury according to Clarins Fragrance Group is based on a bold, long-term view of the world, where making each day wondrous and transmitting a heritage to future generations coexist," said Sandrine Groslier, president of Clarins Fragrance Group, in a statement.

"The luxury is resolutely committed to the planet, without compromising the emotions and dreams that our creations bring," she said. "This pioneering project is in perfect keeping with our ongoing commitment."

Clarins' pilot responsible alcohol project came to life thanks to a visionary sugar beet farmer and the PUR Projet.

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