

APPAREL AND ACCESSORIES

LVMH parts ways with Edun as label ceases US operations

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Edun is closing down. Image credit: Edun

By STAFF REPORTS

Conglomerate Mot Hennessy Louis Vuitton is selling its minority stake in sustainable fashion label Edun back to founders Bono and Ali Hewson.

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According to a report by Business of Fashion, the New York-based brand is ceasing operations in the United States and has already closed its one direct-operated store. LVMH, which owned a 49 percent stake in Edun, is divesting its shares in the company as the brand transitions.

Closing up shop

Edun was founded in 2005 by U2 singer Bono, real name Paul Hewson, and his wife Ali Hewson.

The company was focused on social and environmental responsibility, from sourcing to production. Edun put a lens on Africa, making use of traditional craft and creativity by manufacturing 95 percent of its merchandise on the continent.

LVMH invested in Edun in 2009.

Per BoF, among Edun's challenges were a string of creative directors with short tenures and inconsistent pricing and positioning. While Edun was originally a more contemporary brand, it moved upmarket and was retailed at stores such as Barneys New York.

"In light of a joint review of the business, Edun is restructuring its operations in preparation for its next chapter and LVMH will transfer its shares back to the founders," said a representative from Edun in a statement given to Business of Fashion. "The founders remain committed to Edun's mission for sustainable fashion and thank LVMH for its support and dedication during this journey together."



Edun opened its first store on Lafayette Street in September. Image credit: Edun

Edun CEO Julien Labat is staying on with the company through its transition. At this time it is not known whether the label will be resurrected.

LVMH's exit from Edun comes as luxury is investing more in sustainability.

Sustainability has become a necessity rather than an option for luxury, changing how brands approach all aspects of their businesses.

During a panel at the Financial Times Business of Luxury Summit on May 21, speakers explained consumers' growing expectations for responsible supply chains and ecologically friendly production. The luxury business is often a trendsetter, allowing high-end companies to have an impact that extends beyond their own operations ([see story](#)).

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