

APPAREL AND ACCESSORIES

Kering opts for traceability in cotton products

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Albini focuses on eliminating dangerous chemical substances by the textile production cycle. Image credit: Albini

By STAFF REPORTS

Luxury group Kering is working with a textile company to develop a special cotton fiber with a focus on traceability and sustainability.

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Italy's Albani Group is helping Kering create a fully traceable organic cotton fiber to be used in the designs of its brands such as Gucci, Balenciaga and Alexander McQueen. As consumers become more concerned about the origins of their fashion, Kering's latest initiative aims to provide transparency.

"Traceability of the supply chain in a global and fragmented sector, as fashion is, is fundamental to make a change," said Cecilia Takayama, material innovation lab director at Kering, in a statement. "This organic cotton-related, innovative technology will allow our Material Innovation Lab to better observe and verify the best harvesting techniques and the qualities of fibers, to grant the integrity of the supply chain and the alignment to our standards."

Sustainability and traceability

A report from *Women's Wear Daily* shows that the production process in the cotton products will be completely transparent, allowing peace of mind for those that worry about how their clothes are made.

Numerous companies are involved in this initiative to make cotton production more sustainable as well as socially ethical. In addition to Kering and Albani's involvement, American cotton producer Supima provided the organic cotton employed in the project and the project tapped the technology of international firm Oritain to make it a reality.

Oritain creates a special "fingerprint" for the product that cannot be copied, showcasing its traceable place of origin.

"Traceability has been a recurring topic in fashion for so long, but there are still challenges to face," said Rupert Hodges, executive director at Oritain, in a statement. "We are happy to work together on this project contributing to set a new standard for traceability in fashion."

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?This is not the story of a single man, it's the story of a family, sharing the same name and special people who together dreamed up a company that has woven the globe from pole to pole. Click the link in bio to watch our brand new video

A post shared by Albini Group (@albinigroup1876) on May 24, 2018 at 5:53am PDT

Instagram post from Albini Group

These collaborations are highly important when it comes to building sustainable projects.

While luxury labels are among the fashion industry's frontrunners in sustainability, these companies are facing challenges to achieve additional progress and impact.

A report from the Boston Consulting Group and the Global Fashion Agenda finds that luxury brands improved their sustainability performance in the past year. Despite improvements in the overall fashion industry's sustainability, the report notes that there is still room for improvement ([see story](#)).

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