

RETAIL

Lane Crawford hopes to make holiday shopping more responsible

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Lane Crawford switches to biodegradable bags. Image credit: Lane Crawford

By STAFF REPORTS

Chinese department store chain Lane Crawford is working to make its business more sustainable with new forms of packaging.

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The retailer has released a statement claiming it will now be the first Asian luxury retailer to provide non-toxic, biodegradable paper packaging. Lane Crawford's sustainable initiative comes just in time for the holiday shopping frenzy season.

Sustainability in retail

Lane Crawford's retail packaging will now be made of 100 percent biodegradable paper in all of its Hong Kong stores.

The retailer explained that environmental waste concern is high on its agenda and it is hoping to make the holiday shopping season more responsible.

"These eco-friendly shopping bags and gift boxes offer our customers the opportunity to take positive action on the issue of sustainability," said Andrew Keith, president of Lane Crawford, in a statement. "Improving paper recycling and reduction throughout our supply chain has been a key focus for us.

"We have been looking at every aspect of our business to see how we can use innovation, technology and creative collaboration to reduce our impact and build a stronger connection with our customers, brand partners and the world in which we all live," he said. "Changing our packaging is just the beginning."



Lane Crawford's "Good Feels" campaign aims to arm consumers with well-being information. Image credit: Lane Crawford

Lane Crawford's new bags are still featured in its signature bronze color, but are now made with FSC certified paper.

In addition to focusing on sustainability, retailers and brands are also integrating wellness into their strategies.

Lane Crawford recently looked to help consumers elevate their wellbeing through a campaign that invited them to learn and play.

"Good Feels" included a series of workshops that allow shoppers to get in touch with their artistic or spiritual sides. Beyond serving as purveyors of physical goods, retailers are increasingly positioning themselves as one-stop shops for both acquisition and personal improvement ([see story](#)).

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