

APPAREL AND ACCESSORIES

Kering looks to regenerative agriculture for new supply chain

December 6, 2018



Gucci is one of Kering's fashion brands. Image credit: Gucci

By STAFF REPORTS

Luxury group Kering is working to establish a better network of agricultural sourcing for greater sustainability in its production.

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The group has teamed up with charity organization Savory Institute, whose mission is to regenerate the world's grasslands, to tap the positive impact regenerative agriculture can have in the fashion industry. Kering hopes to integrate regenerative agriculture framework into the supply chains of the fashion industry.

Fashion and sustainability

Fashion has had a significantly damaging effect on the environment, including degradation of soil, conversion of natural ecosystems and biodiversity loss.

Savory Institute and Kering are hoping to combine efforts to find less damaging ways of creating fashion.

The fashion group will be tapping regenerative raw materials, known to "protect and reverse this environmental degradation, including restoring healthy soil, which removes CO2 from the atmosphere and acts as a carbon sink for mitigating climate change," says Savory. Kering will use a new network of farms for its supply chain.

"Regenerative agriculture is a multi-benefit solution which supports Kering's sustainability ambitions to mitigate our environmental impacts and deliver positive outcomes along our supply chain," said Marie-Claire Daveu, chief sustainability officer and head of international institutional affairs at Kering, in a statement. "We are proud to collaborate with Savory to pioneer innovative and nature-based solutions in fashion as part of our broader commitment to contribute to solving our industry's global challenges around biodiversity and climate change."



Artificial materials will likely supplant traditional ones in the future. Image credit: Kering

As more consumers become concerned with the health of the planet and additional scientific discoveries about environmental risks are made, sustainability in luxury and business as a whole is no longer optional.

During two panel sessions during Positive Week produced by Positive Luxury moderated by *WWD* London bureau chief Samantha Conti, the panelists stressed the importance of meeting consumers' demands in luxury, which means sustainability ([see story](#)).

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