

MARKETING

## Luxury labels go green for Earth Day

April 22, 2019



*Forest cover in the Leuser Ecosystem in Sumatra, Indonesia. Photo by Paul Hilton for Rainforest Action Network*

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By STAFF REPORTS

In honor of Earth Day, a number of luxury brands are launching initiatives aimed at protecting and preserving the environment.

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Along with showcasing their own projects, brands are inviting consumers to get involved with the April 22 event, whether planting trees or recycling fashion. Consumers' green goals are increasingly driving their purchase decisions, and brands are responding with their own efforts to reduce their environmental impact.

### Earthy efforts

On Earth Day, Porsche announced a new carbon dioxide offset program for its Experience Centers in the United States. Consumers who book driving experiences at the brand centers or who subscribe to Porsche ownership via Passport will be able to support environmental initiatives to make up for the emissions from their cars.

In Porsche Impact, each car's emissions are measured individually, allowing the driver to make a contribution depending on his or her usage. This extends an existing program for Porsche Cars North America's corporate fleet.

The RealReal similarly announced it has joined the United Nations' Climate Change's Fashion Industry Charter for Climate Action, setting a goal of reducing its carbon emissions 30 percent by 2030. With this move, The RealReal becomes the first fashion retail platform to join the pledge, aligning it with companies including Burberry and Kering ([see story](#)).

Tapestry has released its corporate responsibility goals for 2025, which include establishing a more diverse workforce, a 20 percent reduction in emissions and a 95 percent increase in traceability of materials. Tapestry is also earmarking \$75 million towards charitable efforts, and the company is also dedicating 100,000 hours of its employee's time to volunteer work.



*Kate Spade's On Purpose program in Rwanda. Image courtesy of Tapestry*

Allowing consumers to read up on its efforts, Tapestry has launched a new microsite around its CSR programs, dubbed Our Social Fabric.

Ahead of Earth Day, Sub-Zero Group announced it had installed a SunPower solar energy system at its manufacturing site at Goodyear, AZ. The appliance company is expecting the system to provide about 30 percent of its energy.

For Earth Day, Stella McCartney is expanding its #ThereSheGrows initiative to focus on more endangered forests ([see story](#)). Spreading the word and more green, the label is offering packets of Serbian Spruce seeds and temporary tattoos in its boutiques in Europe.

Kering also aimed to educate with a film supporting biodiversity.

[View this post on Instagram](#)

-Today is Earth Day - Biodiversity impacts everything in our lives. Preserving biodiversity is about protecting our forests, our lands, our oceans as well as our wildlife. At Kering, we want to contribute to "bending the curve" of biodiversity loss and helping create regeneration of nature. Discover our #EarthDay film.

#KeringForSustainability #ProtectOurSpecies

A post shared by KERING (@kering\_official) on Apr 22, 2019 at 8:21am PDT

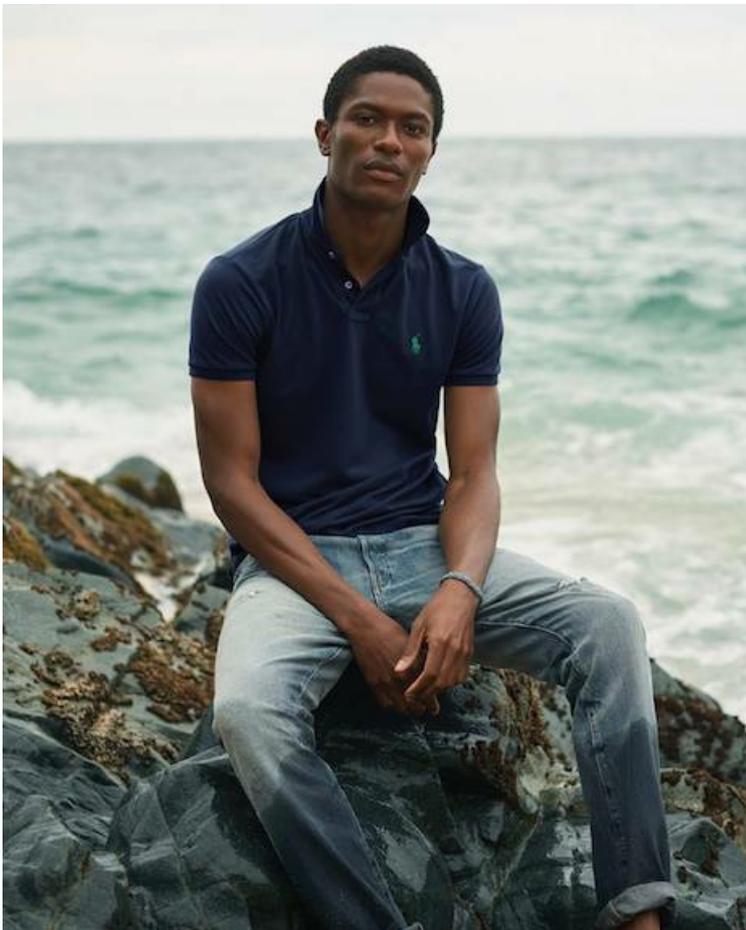
### *Instagram post from Kering*

Brands are also enabling consumers to go green with their purchases.

Sustainable label One Ocean Beauty is making its debut on retailer Net-A-Porter on Earth Day. This marks the brand's first third-party retail partnership since its launch in August 2018, growing its distribution beyond its direct-operated ecommerce platform ([see story](#)).

Other brands are launching sustainably focused collections.

Ralph Lauren's Polo label has created its Earth Polos out of about 12 plastic bottles. Along with the recycled fabric, the shirts are made with a dye process that uses no water.



*Ralph Lauren's Earth Polo. Image credit: Ralph Lauren*

Consumers' shared desire to incorporate healthfulness and eco-friendliness into their lives is evidenced in the topics they talk about on social media, with subjects such as clean beauty and freeganism rising in popularity this past year.

According to data from the 2019 Topics & Trends Report from Facebook, conversations surrounding sustainable fashion grew more than three times over in 2018, while detoxification as a term has risen 7.6 times. As marketers prepare to launch campaigns in 2019, Facebook sees these trends as indicators of what will soon reach popularity ([see story](#)).

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