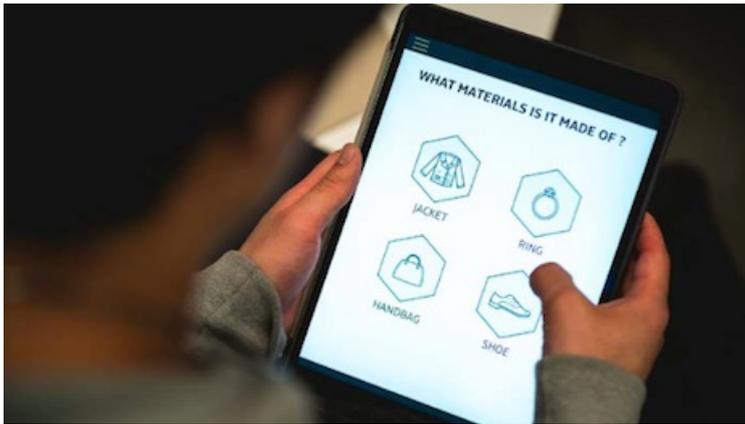


MARKETING

## Luxury brands flex their sustainable practices on World Environment Day

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Kering opens interactive EPL platform. Image credit: Kering

By STAFF REPORTS

Luxury conglomerate Kering, along with its Italian fashion brand Gucci, is celebrating World Environment Day in an ongoing effort that taps into digital.

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While World Environment Day took place on June 5, Kering and other luxury brands are not just focusing on sustainable practices for one day but for the foreseeable future. The group has launched a platform for luxury and fashion brands to gain insight on how they have impact on the environment.

World environment day

Kering is making its Environmental Profit and Loss account interactive and public with the launch of this platform, providing its 2018 insights.

The group will also invite sustainability and tech experts to create new applications and digital concepts in aid of a more sustainable future in fashion. Experts will gather for a 48-hour hackathon in Paris this upcoming October.

Gucci, as part of the Kering family, has also released a Gucci-branded version of the EP&L on its own sustainability-focused platform.

As consumer calls for brand transparency increase, Gucci launched a new platform to share stories of its corporate social responsibility with the public.

Debuted in honor of last year's World Environment Day, Gucci Equilibrium is a microsite that delves into the brand's efforts regarding people and the planet. Gucci intends for the platform to reflect the balance of aesthetic and ethical purposes that drive its strategy ([see story](#)).

In addition to Kering, diamond group De Beers is working with the United Nations' #BeatAirPollution campaign, and had its employees wearing masks for the day.



*Image credit: Kering*

"We recognize that we need to be constantly searching for new solutions to protect the environment and tackle air pollution," said Bruce Cleaver, CEO of De Beers Group, in a statement. "We hope that all our colleagues and stakeholders can get involved in the challenge and make their own pledges.

"At a group level, we are also exploring ways to reduce carbon dioxide in the atmosphere through a ground-breaking research program to store carbon in the processed kimberlite from our diamond mining," he said.

Watchmaker Rolex revealed that it is tracking the effect of climate change with *National Geographic*, creating marine protected "Hope Spots."

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