

APPAREL AND ACCESSORIES

LVMH joins effort to battle Amazon forest fires

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The Amazon rainforest. Image credit: LVMH

By STAFF REPORTS

Conglomerate LVMH Mot Hennessy Louis Vuitton is donating to the effort to fight wildfires in the Amazon.

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There have been thousands of fires that have broken out over the past week in Amazonian forests, which produce a significant amount of the world's oxygen. Along with the ecological concerns of the potential impact of deforestation in Brazil, LVMH is looking to safeguard the heritage and biodiversity of the Amazon.

Fighting fires

Reportedly, many of the fires that have plagued the Amazon have been manmade, as farmers look to clear land for cattle.

Due to its size, the Amazon plays an important role in absorbing much of the world's carbon dioxide. With the rainforest at risk, environmentalists are concerned about the potential for steeper climate change.

LVMH has joined an initiative led by French President Emmanuel Macron and other G7 nations that will be donating to firefighting efforts in Brazil. LVMH will be contributing up to 10 million euros, or about \$11 million.

According to LVMH's chairman/CEO Bernard Arnault and LVMH board member Yann Arthus-Bertrand, France has a responsibility for the Amazon. French Guiana, which is a region of France, borders Brazil to the north.

LVMH has also previously worked with UNESCO to protect biodiversity.

The group has stressed that the protection of the Amazon forests needs to be a united effort.

"The defense of the environment, it is not only words, speeches or petitions of principle, it is collective and concrete action, when the perils are there, giving means to field experts to together save our planet," Mr. Arthus-Bertrand said in a statement. "I am proud that LVMH can participate in this emergency effort, and I hope that many will follow."

Along with LVMH, Stella McCartney is encouraging consumers to support firefighting efforts on social media.

[View this post on Instagram](#)

It breaks my heart to see this tragedy for Mother Earth Every day the Amazon Rainforest is destroyed intentionally by things like cattle farming and logging... Let's all work together to try to love our planet, it's the only one we have. I send love to those affected by this horror and the precious creatures that have also lost their homes x Stella There are many ways you can help. Join us in donating to organisations like the @RainforestAlliance and @AmazonAid, protect animals through the @WWF and become a more conscious consumer to prevent further deforestation. #PrayForAmazonia @SouthAmerica

A post shared by Stella McCartney (@stellamccartney) on Aug 24, 2019 at 7:23am PDT

Instagram post from Stella McCartney

LVMH has also put its support towards protecting history in its native France.

For instance, the group responded to the Notre Dame fire with a donation that aim to help the Parisian landmark rebuild.

On April 15, a fire broke out in the cathedral and lasted for nine hours, causing the structure's spire to collapse. After the blaze has been put out, luxury brands and companies showed their support through social media and donations ([see story](#)).