

APPAREL AND ACCESSORIES

Gucci commits to carbon neutrality across supply chain

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Gucci is making a commitment to achieve carbon neutrality. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is pushing to become carbon neutral in a long-term commitment to its sustainability strategy.

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Gucci will be reducing and offsetting its greenhouse gas (GHG) emissions across its supply chain, as well as supporting forest conservation efforts led by REDD+. Luxury houses have increasingly shown initiative in tackling sustainability efforts in light of the significant impacts the fashion industry has on the environment.

"A new era of corporate accountability is upon us and we need to be diligent in taking all steps to mitigate our impacts, including being transparent and responsible for our GHG emissions across our supply chains," said Mario Bizzarri, president/CEO of Gucci, in a statement. "Gucci will continue to work in a smart and strategic way to avoid and reduce our impacts, while simultaneously investing in innovation as a driver for sustainability.

"To address the need for urgent solutions, Gucci is setting an ambitious new precedent through our carbon neutral commitment," he said. "This is based on a clear strategy to ensure we account for all of our GHG emissions across our supply chain, act to first avoid, reduce and restore, and then offset the unavoidable emissions through important REDD+ projects."

Gucci goes green

Gucci has already been emphasizing sustainable sourcing, alternative materials and efficient manufacturing to reduce GHG emissions.

According to Gucci's own 2018 Environmental Profit and Loss report, the brand has reduced GHG emissions by 16 percent since 2015. These emissions currently account for 35 percent of Gucci's total footprint, with the vast majority being attributed to the supply chain.



Gucci will increase its use of renewable energy to reduce carbon emissions. Image credit: Gucci

Seventy percent of Gucci's operations, stores, offices and warehouse currently use renewable energy, and the label expects this to reach 100 percent by 2020. Gucci will also continue to expand upcycling of its leather and textile waste.

Additionally, Gucci will opt for recycled gold, silver and palladium for its accessories and jewelry in a bid to reduce mining and extraction impacts. Using organic fibers and sustainable alternative raw materials will also help Gucci reduce carbon emissions.

Furthermore, Gucci is making financial contributions to offset its remaining carbon emissions, to the tune of \$8.4 million in 2018. Gucci will back nature-based climate solutions, including REDD+ projects which span across Kenya, Peru, Indonesia and Cambodia.

Carbon neutral initiatives have been trending this fashion week.

New York-based fashion label Gabriela Hearst took its approach to sustainability a step further by hosting one of the industry's first runway shows without a carbon footprint.

Gabriela Hearst worked with EcoAct and Bureau Betak to examine the emissions from every aspect of the show production and offset them through a donation to an ecological and social cause.

For the project, Bureau Betak recorded everything from power usage and transportation to catering and waste to try to keep down the amount of emissions that needed to be offset. Then EcoAct calculated the actual carbon footprint of the show ([see story](#)).

"As businesses, we all need to be accountable and implement solutions that will proactively combat our dual challenges of climate change and biodiversity loss," Mr. Bizzarri said. "Collective corporate action is needed now in order to make a significant contribution to our nature and society in the coming decade and for our future generations."

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