

MARKETING

LVMH ramps up sustainability efforts with raw materials sourcing initiative

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LVMH is instituting a new charter for animal sourcing. Image credit: Fendi

By STAFF REPORTS

Conglomerate LVMH Mot Hennessy Louis Vuitton is rolling out a new charter on animal-based sourcing, committing to improving conditions along its supply chain.

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The company's Animal-based Raw Materials Sourcing Charter covers areas such as husbandry and trapping, traceability and a respect for people, the environment and biodiversity. LVMH's effort is creating resources to help its houses and suppliers navigate what can be a complex sourcing process, as the company looks to keep up with demand for leather and fur.

Sourcing sustainably

LVMH revealed its charter on Sept. 25 during an event centered on its 2020 goals for LIFE, or LVMH Initiatives For the Environment.

Originally launched in 2012 and updated in 2016, LIFE's 2020 objectives include reducing the environmental footprint of all the group's products, using best-in-class standards for 70 percent of supply chains, improving environmental KPIs at sites and lowering carbon dioxide emissions.

LVMH has made progress in some areas. Ninety percent of fragrance and beauty products and 90 percent of spirits are now made with less of a carbon footprint, as of 2018.

Meanwhile, only 48 percent of leather goods had improved by 2018. However, across categories LVMH is still striving to make a change in 100 percent of products by 2020.

Now, LIFE is extending to raw materials sourcing for wool, leather, fur, feathers and exotic skins.

The group has created a committee that includes independent scientific experts and individuals from within its company. LVMH will conduct research and launch pilot programs, which will be assessed by the committee.

In her first speaking engagement for LVMH since their partnership was announced, designer Stella McCartney talked about her new role advising the group's chairman/CEO Bernard Arnault and the executive committee on

sustainability.

LVMH's houses are also taking up eco causes. Dior's artistic director of women's Maria Grazia Chiuri staged her latest runway show in a forest of trees, which will be used in planting projects around Paris.

At the LIFE event, Ms. Chiuri spoke about the event and how nature inspired the set.

[View this post on Instagram](#)

Follow our Instagram story live from Paris at 3:15pm local time and take a peek at @MariaGraziaChiuri's #DiorSS20 show. Designed in keeping with a zero-waste policy, Dior's ephemeral set is entirely recyclable, plastics-free and uses trees that will journey on to a second life in and around Paris! @AdrienDirand

A post shared by Dior Official (@dior) on Sep 24, 2019 at 5:00am PDT

Instagram post from Dior

"Our results speak for themselves," Mr. Arnault said. "We are making a commitment to accelerate our efforts in this area and continually go even further."

As a number of companies have ceased using fur in their collections, LVMH says it still sees a demand for fur and exotic leathers. Instead of eliminating these materials, the company is instead working to make the production process more responsible.

Earlier this year, the group introduced new requirements for its crocodilian leather sourcing, as the group continues its quest to be more transparent about animal welfare and other sustainability issues.

LVMH plans to have all the farms supplying its exotic leather tannery certified by its new standards by 2020.

Affluents are expecting more transparency and public initiatives from luxury brands as they grow more aware of environmental issues ([see story](#)).

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