

APPAREL AND ACCESSORIES

## Loro Piana, in prevailing era of glasnost, unveils the sourcing secrets of its cashmere

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Scene from "Cashmere The Origin of a Secret," a Loro Piana documentary shot by filmmaker and ecologist Luc Jacquet. Image credit: Loro Piana

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By STAFF REPORTS

Seeking to take customers and prospects through the sources of its raw material, Italian apparel brand Loro Piana has unveiled its first documentary with Academy Award-winning director Luc Jacquet to talk cashmere.

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The documentary, almost 20 minutes and called "Cashmere The Origin of a Secret," is the first chapter in a three-part series exploring Loro Piana's use of the raw fibers.

"Loro Piana is not a simple manufacturer looking for suppliers, it's much more than that," Mr. Jacquet said in a statement. "This brand takes a real step towards saving species, landscapes and know-how."

LVMH is majority owner of **Loro Piana**, a sixth-generation firm whose cashmere, wool and leather products target the ultra-wealthy, particularly for cold weather protection.

The film explores the source of Loro Piana's raw material, a nod to the prevailing sentiment that luxury marketers need to be more open about their sourcing practices, treatment of animals and workers, sustainability policies and the ingredients that make up the final product.

Wool off eyes

Mr. Jacquet's 2006 film *The March of the Penguins* won an Academy Award. Before turning to films, he was an ecologist specializing in the relationship between living beings and extreme environments.



*Luc Jacquet won an Oscar for its 2006 documentary, "The March of the Penguins." Image credit: Loro Piana*

Premiering last month at the MIFA 1862 Art Center in Shanghai, the film acknowledges the expertise of Mongolian herdsmen that has allowed Loro Piana to make fabrics and garments out of cashmere for six generations.

Loro Piana prides itself for creating products with cashmere known for its fineness, softness and warmth. However, few consumers are aware of its origins.

The documentary reveals the sourcing and processing behind cashmere.



*Herds of goats roaming the steppes of Mongolia. Image credit: Loro Piana*

Viewers are taken to the heart of the steppes of Mongolia and China's Inner Mongolia, both sources of Loro Piana cashmere.

As seen in the film, amidst an extreme environment near the Gobi Desert, nomadic herders raise the *Capra Hircus* goat from which cashmere is harvested.



*A Mongolian goat-herder whose goats supply the cashmere that goes into Loro Piana apparel. Image credit: Loro Piana*

Loro Piana has responded to the threat to this ecosystem from industrial overproduction by taking steps to ensure responsible production and preserve the Mongolian ecosystem, while enabling local herder communities to live better and produce higher quality cashmere over the long term, the company said.

THE COMPANY will follow the film on cashmere with two other documentaries on Vicuna and The Gift of Kings merino wool.

[Please click here to watch the documentary, "Cashmere The Origin of a Secret."](#)

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