

RETAIL

## Selfridges' Danielle Vega: Luxury Woman to Watch 2020

November 27, 2019



Daniella Vega. Photo: Matt Writtle

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Daniella Vega, head of sustainability, [Selfridges](#)

*"We are facing a climate emergency where we have just 10 years left to secure a sustainable future"*

What do you most like about your job?

Being part of an organisation which genuinely places sustainability at the heart of its business strategy and combines creativity and sustainability to engage customers and team members in way which is solution-focused, imaginative and fun.

What is the biggest challenge in your work?

We are facing a climate emergency where we have just 10 years left to secure a sustainable future. This means that the urgency to take action on climate change is becoming greater every day and our focus on sustainability becomes more and more vital.

What is your work priority for 2020?

My work priority will be focused on driving our "Buying Better, Inspiring Change" sustainability approach which sits at the heart of our business strategy. This includes furthering our ambition that at least 50 percent of the products we sell will be better for people and planet by 2022, using our global platform to talk to our customers and audiences about sustainability and the role they can play and co-creating change with our partners, collaborators, customers and teams.

What is your proudest achievement in luxury?

Working for an organization which is leading the way on so many sustainability issues which are pertinent to the luxury sector.

For example, Selfridges & Co. was the first department store to ban the sale of fur in 2005, as well as the first department store to announce the phase-out of single-use plastic water bottles in 2015 and exotic skins earlier this year, and recently we became the first retailer to remove palm oil from its own label food products.

How do you see luxury evolving in 2020?

More than ever, luxury will be tied to a strong underlying commitment to sustainability.

We know for example that at Selfridges, 94 percent of our customers already believe we should contribute to society beyond profit and 82 percent of consumers strongly believe that the social and environmental impact of the products they buy is important.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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