

APPAREL AND ACCESSORIES

Kering, in transparency move, goes for 100pc traceable organic cotton

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Tracing the source of organic cotton to the farm and through its journey across the supply chain will enhance Kering's sustainability credentials with end-consumers. Image credit: Kering

By STAFF REPORTS

French luxury conglomerate Kering has partnered with Albini Group, Supima and Oritain to develop a more sustainable business model through 100 percent traceable organic cotton.

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The Paris-based owner of such brands as Gucci, Brioni and Bottega Veneta will be the first company in the fashion and luxury businesses to offer such transparency with cotton sourcing.

Cottoning on

The goal is to tackle traceability of plant- and animal-based raw material, which is a challenge for fashion's complicated global supply chains. This matters most to younger consumers who care for the impact that their purchases have on the environment.

Forensic science will drive traceable cotton.

Combined with statistical analysis, the naturally occurring chemical properties of the actual fiber can be analyzed, creating a unique chemical fingerprint that links it back to the field where it was grown.

Thereafter, at every stage of the supply chain, the organic cotton can be verified to ensure that the raw material, fabric and final product are consistent with the original fingerprint and have not been substituted, blended or tampered with, according to [Kering](#).

Kering is taking the lead among companies to be sustainable and environmentally friendly in its manufacturing and retail practices, signing the Fashion Pact and also aiming for carbon neutrality.

The company targets 100 percent transparency in its supply chain by 2025.

Marie-Claire Daveu, Kering's chief sustainability officer and head of international institutional affairs, outlines the group's vision and commitments

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