

APPAREL AND ACCESSORIES

## Kering throws weight behind Make.org as part of sustainability support

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*In addition to drumming up public support for sustainable policies and practices, Kering is also offering financial support to organizations that support the environment and influence opinion including IPBES. Seen here: sea turtle who's habitat is increasingly endangered by waste and plastic pollution. Image credit: Kering. Photo: Patrick Tonissen*

By STAFF REPORTS

Gucci owner Kering, as part of its sustainability initiative, is supporting the launch of a public consultation on Make.org.

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Paris-based [Make.org](#) is a European civic tech organization that seeks to engage citizens and civil society in the public interest. It is now working to get public feedback on protecting the environment and sway stakeholders to take action.

"With this initiative [@Make\\_org](#) and [Kering](#) want to give voices to all citizens, associations, NGOs, companies, and to launch with the civil society, the biggest consultation on the environment ever conducted in France: "How can we act together now for the environment?" Kering said in a tweet.

Another tweet added: "The identified priorities will be used to build an action plan to protect our Planet. Go to [@Make\\_org](#) to submit your suggestions and vote for others ideas. [#KeringForSustainability](#) [#KeringForTomorrow](#)"

Kering is owner of such brands as Gucci, Saint Laurent, Balenciaga, Qeelin, Boucheron, Brioni, Girard Peregaux, DoDo, Alexander McQueen, Bottega Veneta, Ulysse Nardin and Pomellato.

In fashion

Fashion has come under fire in the past couple of years for its treatment of animals, soil degradation, water pollution, labor practices, chemicals in materials, carbon footprint and wasteful consumption.

Kering is taking several steps to be eco-friendly and sustainable in its manufacturing and retailing, partnering with organizations, signing the Fashion Pact and revamping its own facilities and approach to producing apparel, accessories, footwear and leather goods.

Most recently, Kering partnered with Albini Group, Supima and Oritain to develop a more sustainable business model through 100 percent traceable organic cotton. It will be the first company in the fashion and luxury businesses

to offer such transparency with cotton sourcing.

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 ([see story](#)).

A couple of months ago, Kering became the first private sector partner for IPBES for biodiversity science. IPBES stands for Inter-Governmental Science-Policy Platform on Diversity and Ecosystem Services.

The Kering financial contribution will help IPBES support all areas of its work for nature.

In Marie Claire Daveu, the company even has a chief sustainability officer to monitor the conglomerate's green practices.

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