

APPAREL AND ACCESSORIES

Gucci owner Kering salutes World Wildlife Day in sustainability mission

March 3, 2020



March 3 is designated as World Wildlife Day. Image credit: United Nations

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has made a name for itself by touting its eco credentials. So it took to social media to remind everyone that March 3 is World Wildlife Day.

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The Paris-based company last May published the first animal welfare standards document to improve the treatment and welfare of all animals in luxury and fashion's global supply chains, including livestock animals.

"Encompassing all wild animal and plant species as key components of the world's biodiversity," Kering tweeted out March 3. "At Kering protecting biodiversity and animal welfare are part of our priorities."

That thinking goes all the way to the top or, as is the case, it trickled down from there.

"Luxury and sustainability are one and the same," Kering CEO Francois-Henri Pinault once said.

Working toward clean hands

Sustainability has always been at the heart of Kering's strategy, he pointed out.

Far more than an ethical necessity, it is a driver of innovation and value creation for the group, its houses and its stakeholders, per Kering.

Kering is owner of brands such as Gucci, Bottega Veneta, Alexander McQueen and Saint Laurent.

Since 1970, the number of birds, fish, mammals, amphibians and reptiles has declined by nearly 60 percent, according to United Nations data.

World Wildlife Day was designated as an opportunity to seek solutions for creating more sustainable relationships between humans, nature and wildlife, per the UN.

Please click here to download a PDF of "Developing a corporate biodiversity strategy: A primer for the fashion industry," a white paper produced by Cambridge University and sponsored by luxury giant Kering

Crafting tomorrow's luxury: Three years into Kering's sustainability strategy

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