

WATCHES AND JEWELRY

## Swiss watch brand Charriol to eliminate single-use plastics in Earth Day pledge

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Coralie Charrio Paul, chairwoman and creative director of Charriol, fronting the Charriol Living campaign. Image credit: Charriol

By LUXURY DAILY NEWS SERVICE

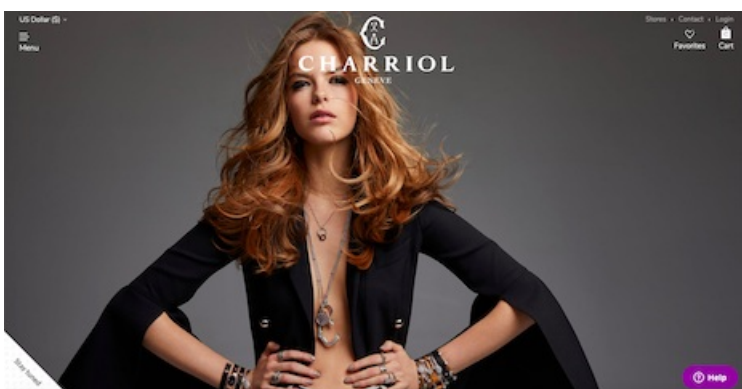
Swiss watch and jewelry brand Charriol has debuted its Charriol Living campaign to introduce environmental initiatives meant to promote social impact and sustainability.

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Key to this green effort is the elimination of single-use plastics across the organization. Per the company, all Charriol shopping materials will be 100 percent paper by this summer.

"Earth Day is every day at Charriol, where we pledge to walk the walk, not just one day per year," the Geneva-based company said. "It is time for each of us to take action for the climate."

Charriol's announcement comes two days after U.S. department store giant Nordstrom said it would begin phasing out single-use plastics at its Nordstrom Rack discount stores as part a larger sustainability and environmental push ([see story](#)).



Charriol targets spirited women for its watches and cable jewelry. Image credit: Charriol

Two words: No plastic

The 37-year-old Charriol is known for its watches, cable jewelry, fragrances, eyewear and leather goods targeting women via 285 boutiques and 3,800 points of sale worldwide.

**Charriol** creative director Coralie Charriol Paul daughter of the late founder who died last year, French-born Philippe Charriol announced the initiative.

The company has committed to make its shopping bags, and boxes for jewelry and watches all out of paper.

Ms. Paul is an environmentalist who has campaign to eliminate the single-use plastics such as straws and water bottles as part of her role on the board of the Lonely Whale Foundation.

In another feat, Ms. Paul also executive-produced a documentary for Discovery Networks called "The Story of Plastics" about the people on the frontline working to stop plastic from damaging the environment.

*Make every day Earth Day with Charriol: The Charriol Living campaign*

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