

EVENTS/CAUSES

## Kering sponsors France's We Love Green event as it goes virtual

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Kering is sponsoring We Love Green's virtual event and sustainable actions. Image credit: Kering

By DIANNA DILWORTH

Kering has signed on to continue its sponsorship of the French We Love Green festival which has gone virtual this year to illustrate its allegiance to sustainability and to bring fresh content to viewers still at home.

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The luxury conglomerate revealed its plans to continue to support the event on its Twitter page, saying that the show must go on even though the venue will be online. The digital event will take place at [WeLoveGreen.tv](https://www.welovegreen.tv) all weekend.

"Once again this year, Kering renews its support to [@WeLoveGreen](https://www.welovegreen.tv) as a mcne of the festival which imagined a completely dematerialized edition to keep sharing the values we have in common by connecting and engaging with people through music and talks," read the tweet.



We Love Green is a music and arts festival with a sustainable agenda. Image credit: Kering

## Natural transition

The Parisian music festival We Love Green launched in 2011 as an electronic music and arts festival that also aims to connect with nature through sustainable practices.

Musical acts Catherine Ringer, Beck and Metronomy are among those that will perform virtually for this year's events. Vandana Shiva, Bertrand Badre and Green Blood are among the participants in the Think Tank series.

The virtual event also includes a virtual dance floor and even food. Consumers in Paris can order delivery and others can download suggested recipes.

There is even a virtual backstage, VIP area and magazine.

The pop-up village adheres to an eight-point sustainability charter which focuses on: energy, food services, water, waste management, transportation, raising awareness, carbon offsetting and circular economy. The group has planted more than 80,000 trees in Uganda and Borneo in an effort to restore ecosystems and contribute to climate control.

Kering has been a long-time sponsor of past in-person events and this latest sponsorship of the virtual event maintains this association with the sustainable event.

Luxury brands, known for their high-quality goods, have been promoting their sustainable efforts over the past couple of years. Consumers have been seeking more sustainable products that last longer, which is a direct reaction to the fast fashion movement.

Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ulysse Nardin and Girard-Perregaux are among brands in the company's portfolio, all of whom have taken up sustainable measures.



*Kering for Sustainability promotes environmental initiatives within the fashion industry. Image credit: Kering*

## #KeringForSustainability

Kering used #KeringForSustainability to announce the partnership. The brand has been using this hashtag for months to promote the various efforts it is making to support eco-friendly endeavors across its brands.

For instance, the group celebrated Biodiversity Day by partnering with Common Objective, an organization that works with fashion brands to be more sustainable. Together, they launched a dedicated Biodiversity Hub with a collection of resources to help businesses manage their biodiversity impact.

The company also recently participated in the CEO Agenda 2020 COVID 19 Edition with contributions from McKinsey that outlines six opportunities for fashion CEOs to rebuild resilient and sustainable businesses post-pandemic.