

APPAREL AND ACCESSORIES

## Gucci ups sustainability, equality efforts with enhanced Equilibrium digital presence, icons

June 9, 2020



*New and refreshed: Gucci Equilibrium is Gucci's commitment to generate positive change for people and the planet. Image credit: Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Gucci is bolstering its commitment to environmental protection and gender and racial equality by upgrading the digital presence of its Equilibrium platform and releasing a satisfactory green P&L.

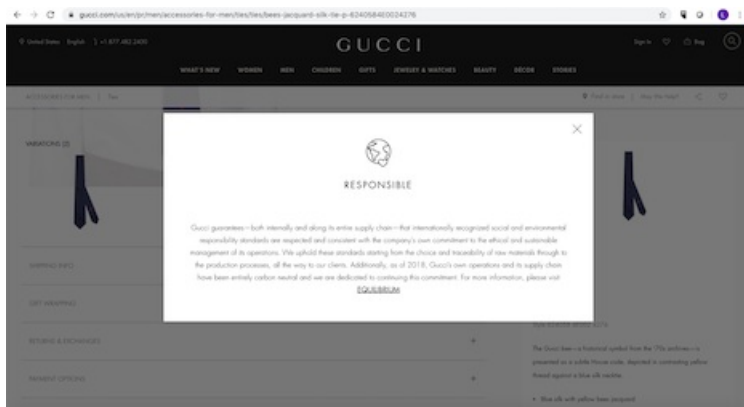
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The Milan-based company has not only relaunched its Equilibrium Web site at [equilibrium.gucci.com](http://equilibrium.gucci.com), but also launched a new Instagram profile at [Instagram.com/GucciEquilibrium](https://www.instagram.com/GucciEquilibrium). The Kering-owned company also released results of its 2019 environmental profit and loss statement, showing a 21 percent drop for its total year-over-year environment impact.

"Gucci is driven by the issues that are fundamentally influencing and creating our collective future," said Marco Bizzarri, president/CEO of Gucci, in a statement.

"It is paramount that we build this future to be more equitable, where injustice and discrimination in all their forms are not allowed to prevail," he said.

"In light of current events, our unwavering commitment to combat racism and fight for equality is now even stronger."



*The Responsible icon above certain Gucci products is an acknowledgment that it was made sustainably. Image credit: Gucci*

## Green and seen

Among all its peers, Gucci has been most vocal in its support for social causes and equality issues.

The company's **Gucci Equilibrium** program was launched in 2018 to discuss issues that are key in the current environment.

The new digital personae will offer a platform to leaders, organizations and talent from Gucci Equilibrium to offer ideas, share experiences for transformation and promote a more equitable world.

Among the several Gucci social efforts underway are its Gucci Changemakers' community fund and scholarship program and the CEO Carbon Neutral Challenge.

The Equilibrium site will highlight the brand's renewed commitment, with a new logo to reflect the interconnection between people and planet. Artist MP5 designed the logo.

Equally important is spreading the Equilibrium message across Gucci platforms such as retail stores, Gucci.com and on the Gucci app.

Shoppers on Gucci.com will also see a set of new icons to discover the sustainability features across 400 products. An icon with a globe's outline appended with a heart and accompanying word "Responsible" shows up across some merchandise, including ties.

## Tell with EP&L

Meanwhile, Gucci's environmental profit and loss account for 2019 showed progress toward its sustainability targets, the company claimed.

The targets are ambitious, to say the least.

Gucci's 10-year Culture of Purpose strategy (2015-2025) includes a 40 percent reduction in the brand's total environmental impact within its direct operations and across the entire supply chain.

Also targeted is a 50 percent reduction of greenhouse gas emissions by 2025, relative to growth with 2015 as the baseline.

"Gucci is ahead of schedule and already close to achieving its 2025 targets," the company said in a statement.

New data for 2019 shows a 39 percent reduction in Gucci's combined environmental impact and a 37 percent decrease in greenhouse gas emissions, relative to growth with 2015 as the baseline.

Comparing these results to its 2018 EP&L, Gucci claims to have reduced its overall footprint by 21 percent and decreased its greenhouse gas emissions by 18 percent year-over-year, relative to growth with 2015 as the baseline.

The outcome of this lowered environmental impact is attributed to improvements in its supply chain. Three efforts stand out.

For example, Gucci has upped the use of recycled raw materials and organic fibers in its collections, as well as incorporated responsibly sourced precious metals in hardware and jewelry, such as 100 percent ethical gold for jewelry.

Also, the brand has extended sustainable processes and manufacturing efficiency, using Gucci Scrap-less for leather and Gucci-Up for circularity.

Finally, with the switch to green energy, Gucci has achieved 83 percent renewable energy for its retail stores, offices, warehouses and factories. The goal is to reach 100 percent use of renewable energy by end of the year.

"As a company, we will continue to focus on generating positive change for people and for nature across our business," Mr. Bizzarri said.

"We also have a responsibility, as a global brand, to be active partners within the community to incite change and Gucci Equilibrium has the capacity to convene and unite a community of voices to help navigate the way forward," he said.

[View this post on Instagram](#)

Supporting @gucci's ongoing commitment to generate positive change for people and planet, #GucciEquilibrium aims to inspire and unify a community of voices to join the conversations around topics that are increasingly critical in today's world. Discover more on the new #GucciEquilibrium site through link in bio.

@alessandro\_michele #GucciCommunity Illustration by @mp5art

A post shared by GUCCI EQUILIBRIUM (@gucchiequilibrium) on Jun 8, 2020 at 1:08pm PDT