

EDUCATION

LVMH unveils new environmental focus as it kicks off climate event

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LVMH Climate Week runs from Dec. 8 until Dec. 11. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH Mot Hennessy Louis Vuitton** is rolling out a new environmental strategy, five years after the signing of the Paris Agreement.

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The luxury group is setting an ambitious environmental roadmap for the next three, six and 10 years as it kicks off LVMH Climate Week. Running through Dec. 11, this is an online event designed to educate some 160,000 employees about the new environmental proposals.

"The mobilization of the entire LVMH Group and all our teams underscores the importance we place on this issue every single day," said Antoine Arnault, director of image, communication and the environment at LVMH, in a statement. "We want to send an extremely powerful signal as we embark on a new path forward which is absolutely imperative given the urgency of the situation."

'Be the Change' is LVMH's environmental rallying cry

LVMH Climate Week brings together employees via an online platform for a series of lectures and discussions.

It provides a starting point to update LVMH's targets for reducing carbon emissions as well as methane and nitrogen protoxide emissions, which are even more powerful greenhouse gases.

The conglomerate's precise targets will be announced in 2021 as part of the launch of the new environmental Life 360 program and its four pillars: climate, biodiversity, creative circularity and transparency.

The program provides a roadmap to allow LVMH to align with the trajectory for 2030 set by the Paris Agreement.

A clutch of new climate targets for the group are planned. These include using 100 percent renewable energy at all of its sites as well as eliminating "fossil-based virgin" plastic in packaging by 2026.

On the agenda are at least 12 focus sessions with guests including creative directors of LVMH maisons, senior executives and staff. All of the talks are focused on finding ways to allow LVMH employees to contribute to sustainable luxury.

The series kicked off today with opening remarks delivered by Mr. Arnault and Hlne Valade, environmental development director at LVMH.



Opening remarks by Mr. Arnault and Hlne Valade kickstarted LVMH Climate Week. Image credit: LVMH

Laurent Fabius, president of the COP 21 summit; Valrie Masson Delmotte, cochair of the Intergovernmental panel on Climate Change (IPCC) and Bertrand Piccard, founder of the Solar Impulse Foundation; were among the speakers the pair welcomed.

Topics up for discussion include themes such as the relationship between biodiversity and climate change and sustainable practice in the fashion industry.

Felipe Oliveira Baptista, creative director of Kenzo; Kim Jones, Dior men's creative director; Jonathan Anderson, creative director of Loewe and Stella McCartney, creative director of her eponymous brand are also scheduled to make appearances in the line-up.

LVMH has turned itself into an ally of social causes in recent years. Last month, the conglomerate bolstered its agenda on this front by pledging to fight for the elimination of violence against women in celebration of International Day for the Elimination of Violence against Women on Nov. 25.

LVMH is fully committed to this cause, particularly since the majority of its employees are women and women serve as the primary target for most of its products ([see story](#)).

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