

APPAREL AND ACCESSORIES

## LVMH aims to set exemplary' sustainability standards with Life 360

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LVMH's Life 360 addresses four pillars: climate, biodiversity, circularity and transparency. Image credit: Guerlain

By SARAH RAMIREZ

French luxury conglomerate **LVMH Mot Hennessy Louis Vuitton** is hoping to inspire brands and policymakers with its new Life 360 sustainability strategy, which addresses the environmental approach from manufacturing through in-store experiences.

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During the opening ceremony of LVMH's first Climate Week, executives shared the framework of Life 360 as the group moves to intensify its environmental policy. The push comes amid a difficult year that has seen the suffering of millions due to the COVID-19 pandemic, in addition to several natural disasters worsened by climate change.

"LVMH is very directly concerned with climate issues and more broadly with sustainability, which is inseparable from the economy, and therefore from business," said Antoine Arnault, director of image, communication and the environment at LVMH. "As UN General Secretary Antnio Guterres said, we no longer have the luxury of time.

"It's like he was speaking directly to a group like LVMH," he said. "This creates challenges, of course, but LVMH has never hesitated to take on big challenges.

"Usually, they further inspire our creativity."

### Climate Week

LVMH's weeklong online event is designed to educate its 160,000 employees about the new environmental proposals. While not open to the public, the luxury group shared a video of its opening ceremony, which was moderated by French journalist and philanthropist Frederique Bedos.

In his opening remarks, Mr. Arnault, son of LVMH chairman and CEO Bernard Arnault, shared how the group has responded to the ongoing pandemic. During the first wave, production units pivoted to manufacturing PPE, including hand sanitizer and masks, for hospitals ([see story](#)).



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

"During this period, we came out of it stronger on a human level because we collectively demonstrated our utility to society, so thank you sincerely to everyone," Mr. Arnault said. "I know that all LVMH employees feel a great sense of pride, and rightfully so, for what has been done.

"Our actions have not gone unnoticed by our customers either," he said.

Mr. Arnault also touched on how sustainability has remained top of mind during the year, as the reality of climate change has impacted the group directly. In September, LVMH-owned Newton Vineyard was destroyed during a wildfire in the Napa Valley.

He also shared an overview of the new environmental Life 360 program and its four pillars: climate, biodiversity, circular economy and transparency. The group's precise targets will be announced in 2021 and are intended to align with the trajectory for 2030 set by the Paris Agreement ([see story](#)).



LVMH-owned Newton Vineyard was destroyed in a wildfire. Image credit: Newton Vineyard

"People often talk about how the textile industry has one of the highest carbon footprints," Mr. Arnault said. "But luxury is not fast fashion or just textiles, and luxury is not a polluting industry.

"On the other hand, we need to be absolutely exemplary because our environmental ambitions will impact tens of thousands of suppliers, as well, of course, as our customers," he said. "We're fortunate because we have real influence, and we need to use this influence to promote environmental performance as well."

#### Evaluating existing efforts

LVMH's brand portfolio has already begun reducing environmental impacts. Life 360 itself is a followup to Life 2020 guidelines ([see story](#)).

Initiatives vary widely and address several issues, from manufacturing to energy consumption. The stakes are high for the climate, as 60 percent of greenhouse emissions are generated by the production of raw materials.

LVMH's vodka label Belvedere often highlights its "made with nature" philosophy and commitment to local ingredients ([see story](#)). By 2025, the house will produce enough 100 percent renewable energy to support both the distillery and neighboring businesses.

The group is also tackling energy consumption at its retail stores. With innovative lighting designs and LED lighting, LVMH is cutting back one of the leading sources of energy consumption in its brands' boutiques.

"Sustainability is no longer in the background; it becomes one of the essential ingredients in beauty," Mr. Arnault said. "It is part of the dream, and it fits perfectly with the codes of luxury."

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