

RETAIL

LVMH honors most sustainable bricks-and-mortar locations

December 14, 2020



The Louis Vuitton boutique in Florence. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH Mot Hennessy Louis Vuitton** has revealed its retail spaces with the best environmental performance as part of its Life 360 sustainability strategy.

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During its first Climate Week event, LVMH shared that an estimated 70 percent of its greenhouse gas emissions originate in its stores. The group's environmental development department is looking to improve store performance with a variety of solutions.

Light it up

As lighting is one of the primary sources of the group's energy consumption, the installation of LED lighting is one of LVMH's store priorities. In addition to improving the quality and reliability of the lighting, LED systems reduce energy consumption by an average of 30 percent compared to conventional lighting.

LVMH is also looking to improve the insulation, air-conditioning and heating, internal air quality, worksite management and ecodesign of its bricks-and-mortar stores.

Since 2016, LVMH has recognized the top initiatives that elevate the environmental performance of its brands' boutiques with the "Life in Stores" awards. The awards are certified by a third-party auditor.

French fashion label Louis Vuitton won the envelope design and energy management categories for its bricks-and-mortar space in Florence. Jeweler Bulgari's Milan Montenapoleone location was awarded for its lighting and interior design.

Loro Piana was recognized for its interior air quality at its outpost in Munich, while Berluti was the standout in the maintenance category at its Paris Saint-Honor store.



In-store lighting is a top environmental concern for LVMH. Image credit: Christian Dior, LVMH

French fashion label Christian Dior was recognized in the special "Progression" category.

This year's awards were revealed during Climate Week, a weeklong online event designed to educate its 160,000 employees about the new environmental proposals. During the opening ceremony, executives shared the framework of Life 360 as the group moves to intensify its environmental policy from manufacturing through in-store experiences ([see story](#)).

"By co-creating solutions and encouraging their widespread adoption we can achieve real progress," said Hlne Valade, environmental development director at LVMH, in a statement. "Our teams have once again shown that they are eager to be involved and above all, that they are ready to take concrete actions.

"In a group such as ours, you don't have experts on one side and business as usual on the other," she said. "Sustainability is everywhere, and we all own the solutions to these challenges."