

APPAREL AND ACCESSORIES

## Kering ranks in top 10 of world's most sustainable companies

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*Biodiversity is intrinsically linked to the fashion business. Image credit: Kering*

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By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has been named the most sustainable company in the clothing and accessory retail space according to Corporate Knights' 2021 annual Global 100 rankings.

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This is the fourth consecutive year Kering has received this designation, and the group placed seventh in the overall rankings of 8,080 companies. The index evaluates corporate sustainability across 24 categories in resource management, employee management, financial management, clean revenue and investment and supplier performance.

### Sustainability push

Kering's achievement was revealed on Jan. 21 during the World Economic Forum, but the full Global 100 rankings were published on Jan. 25.

Within apparel and retail, Kering was recognized for its environmental performance, clean revenue and clean investment.

The group also scored 100 percent for best practices in sustainability pay link, for rewarding executives who drive sustainability performance.

Practicing sustainability will soon be seen as the bare minimum for luxury brands, but embracing environmentally-minded policies can build long-term value.



*Oscar-winning actor and activist Jane Fonda stars in Gucci's campaign for Off The Grid, the Kering-owned label's first line of sustainably made merchandise. Image courtesy of Gucci*

The COVID-19 pandemic accelerated innovation within the luxury industry, making sustainability even more of a cornerstone for brands. According to the [2021 Predictions Report](#) from Positive Luxury, younger consumers are playing a major role in pushing brands to be more proactively sustainable ([see story](#)).

Last year, Kering unveiled a new dedicated biodiversity strategy with a series of new targets to achieve a "net positive" impact on biodiversity by 2025.

This strategy includes the launch of Kering for Nature Fund to support the fashion industry's transition to regenerative agriculture. It outlines steps to not only minimize biodiversity loss across the group's global supply chains, but also support nature and create net positive conservation ([see story](#)).

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