

APPAREL AND ACCESSORIES

Gucci presents proactive climate solutions' plan

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Gucci-backed REDD+ project in Kenya, developed by Conservation International. Image credit: Gucci Equilibrium

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has revealed an updated climate strategy as it looks at more aggressive efforts beyond carbon neutrality.

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Gucci's new Natural Climate Solutions Portfolio focuses on protecting and restoring natural habitats through various initiatives. The brand is investing in reforestation projects within and outside its supply chain, among other efforts.

"We want to be part of the solution for nature and climate by mainstreaming practices and systems that will transform nature from being a victim of climate to becoming an actor to change climate, which will ultimately determine the future of our planet," said Marco Bizzarri, CEO and president at Gucci, in a statement.

Gucci goes green

Gucci received praise for releasing a carbon neutral plan in 2019.

Since then, Gucci has been reducing and offsetting its greenhouse gas (GHG) emissions across its supply chain, as well as supporting forest conservation efforts led by Reducing Emissions from Deforestation and Forest Degradation (REDD+). Luxury houses have increasingly shown initiative in tackling sustainability efforts in light of the significant impacts the fashion industry has on the environment ([see story](#)).

As part of its carbon neutrality plan, Gucci invested in REDD+ projects in Kenya and Zimbabwe to protect an estimated 1.2 million hectares of forest to offset its carbon emissions. It also invested in a Honduras-based project as well.

Now, the label is furthering its sustainability efforts by advocating for agricultural systems that replenish the environment instead of chemically-intensive farming techniques that deplete the natural resources.



Gucci is making a commitment to achieve carbon neutrality. Image credit: Gucci

First, Gucci is identifying and supporting regenerative agriculture projects within its own supply chain with the goal to source regenerative raw materials.

Outside of its own supply chain, Gucci is incentivizing "carbon farming" and regenerative projects for wool and leather sourcing.

In the Patagonia region of South America, the brand is helping woolgrowers adapt to regenerative grazing to improve soil health and water quality while supporting animal welfare and increasing biodiversity.

"Gucci is taking timely and decisive action to protect humanity's future by protecting forests," said Dr. M. Sanjayan, CEO at Conservation International, in a statement. "By supporting natural climate solutions that reduce their carbon footprint while providing benefits that go far beyond their supply chains such as fresh water, sustainable livelihoods, and biodiversity Gucci is sending a powerful signal to their customers and other companies that being nature positive is also business positive."

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