

MARKETING

## This Earth Day, brands continue to go green

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For Earth Day, brands are highlighting their sustainability practices that span into the future. Image credit: Matthew Smith

By LUXURY DAILY NEWS SERVICE

Luxury brands across multiple sectors are highlighting their environmentally-friendly options and sustainability practices on Earth Day while illustrating how their efforts span past the confines of a single day.

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A handbag crafted with natural and renewable material of cork, devoting one hour to an educational activity on climate change, releasing a new initiative to help unify nature and creativity and harvesting rooftop honey are some of the strategies brands are highlighting today. Earth Day is marked annually on April 22, and gives luxury brands an opportunity to tout their environmental pedigrees as sustainability becomes more of a priority for affluent consumers.

### Earthy ways on Earth Day

French luxury conglomerate LVMH is unveiling its Life 360 environmental strategy, LVMH Initiative For the Environment, centered on the alliance of nature and creativity. The first step of the strategy is an in-depth review and measurement of the impact of the group's activities on biodiversity, water and the climate.

Life 360 has precise targets and timeframes, aiming to produce items in harmony with nature that respect and preserve biodiversity. The initiative has three fundamental objectives that are aligned with precise targets for 2023, 2026 and 2030.

In the automotive world, Bentley is celebrating Earth Day by inviting colleagues to participate in team activities focusing on climate change and sustainability goals. Four thousand employees in Crewe and across the world are supporting Volkswagen Group's #Project1Hour campaign by devoting one hour to a digital team activity aimed at better understanding climate change and developing more sustainable habits.

This #EarthDay colleagues at #Bentley will take part in the #Project1Hour programme, to support our #Beyond100 commitment to become carbon neutral by 2030.

[pic.twitter.com/tzsdzhnjpy](https://pic.twitter.com/tzsdzhnjpy)

*Bentley is leaning into sustainability*

German automakers Audi and Porsche, which are also part of the Volkswagen Group, are also participating in #Project1Hour.

Italian fashion house Salvatore Ferragamo is celebrating Earth Day with a new take on its beloved Top Handle Bag, releasing the limited-edition Earth Top Handle Bag. The bag aims to reflect the maison's codes of refinement and innovation as well as its increasing commitment to a responsible business model and respect for the environment.

*The limited-edition Earth Top Handle Bag from Salvatore Ferragamo*

In Miami, hotel group Mandarin Oriental is celebrating Earth Day with the help of approximately 210,000 honey bees. The property is incorporating the harvested rooftop honey in a variety of dining and spa amenities for guests through April 25.

Mandarin Oriental, Miami will also be installing new hives for each of the seven bee colonies on its roof to further commemorate the holiday.

Consumers continue to look for brands' prioritization and transparency of sustainability practices.

The Influencer Sustainability Survey conducted last month examines the importance of brand transparency in regards to sustainability practices, how inclined consumers are to adopting more eco-friendly habits in their own lives and how brands should adapt to consumer preferences. The report suggests how imperative it is for brands to implement effective and transparent sustainability practices ([see story](#)).