

APPAREL AND ACCESSORIES

Chanel launches sustainability partnership with Cambridge University

April 27, 2021



Chanel continues to highlight its sustainability strides. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is launching a three-year sustainability partnership with Cambridge University in its latest environmental effort.

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Chanel and the University of Cambridge Institute for Sustainability Leadership (CISL)'s three-year partnership will craft a sustainability education and leadership program for employees, aiming to implement innovative ideas and prototypes. The brand is aiming to accelerate innovation regarding its sustainability practices as CISL will assist in also crafting innovative ideas and solutions to later adapt.

"The new partnership reflects key pillars of our business transformation, from research and insights that deepen our understanding to finding tangible solutions that positively impact our supply chain and wider communities," said Andrea d'Avack, chief sustainability officer at Chanel, in a statement. "This is underpinned by educational initiatives that will help to embed a sustainability mindset to accelerate change."

Making sustainability strides

The partnership will focus on three main areas including building an education and sustainability leadership program and a series of innovation "sprints," with each lasting up to 18 months. Each sprint will pose questions and pool together insights and feedback from experts across the university.

Chanel explains that the sprints are aiming to accelerate innovation within their organization in regards to business challenges and opportunities while also considering specific products and processes in the fashion realm. CISL plans to assemble a pool of experts to pose innovative ideas and prototype solutions for Chanel to later apply.



Brands continue to highlight their sustainability practices that span into the future. Image credit: Matthew Smith

"This is a really important partnership with Chanel that can generate long-term benefits at global scale," said Clare Shine, director and CEO at CISL, in a statement. "Many of the solutions required for truly sustainable economies and societies do not yet exist, are not commercially viable or are not yet fully scalable.

"We believe that this bold research-backed initiative will help Chanel in its ongoing efforts to shape the future of luxury, inform leadership and best practices, and inspire responsible businesses around the world," she said.

Chanel's continued sustainability initiatives efforts have not gone unnoticed.

According to Altiant's annual [Sustainable Luxury Brand Index](#), fashion label Stella McCartney, Louis Vuitton and Chanel lead the industry as champions of sustainability ([see story](#)).

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