

APPAREL AND ACCESSORIES

LVMH announces new objectives for Life 360 environmental strategy

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LVMH hopes to inspire brands and employees within the conglomerate and beyond with its Life 360 environmental strategy. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is announcing new objectives of its Life 360 environmental strategy, once again centering on the relationship between nature and creativity.

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Life 360 is a strategy that contains specific targets and corresponding timeframes, with a foundation of products in harmony with nature that respect and preserve biodiversity and the climate. There are three fundamental objectives setting targets for 2023, 2026 and 2030, prompting all LVMH maisons to contribute to achieving these goals.

Three objectives

The first objective is to create products in harmony with nature, utilizing creative circularity and traceability. By 2030, 100 percent of the group's new products will result from ecodesign, and by 2026, packaging will contain zero plastic from virgin fossil oil.

By 2030, 100 percent of the LVMH Group's strategic supply chains will integrate dedicated systems.



LVMH is committed to sustainability in every area of the company. Image source: LVMH

The second objective is to preserve ecosystems by limiting LVMH's impact and regenerating what they take from nature.

By 2026, LVMH aims to have zero sourcing in areas where there is a very high risk of deforestation or desertification, and wants 100 percent of strategic raw materials certified to the highest standards, guaranteeing the preservation of ecosystems and water resources.

To address climate priorities, LVMH is pursuing a carbon trajectory in line with the Paris Agreement. The aggregate carbon footprint of the LVMH Group currently amounts to 4.8 million tons of CO2 equivalent, but LVMH aims to reduce its greenhouse gas emissions from energy consumption by 50 percent by 2026.

Emissions from raw materials and transport will be reduced or avoided by 55 percent per unit of added value by 2030, by placing priority on recycled materials and opting for maritime transport over air transport.

The third objective is for LVMH to engage all stakeholders to drive the success of the Life 360 initiative.

Employees in all roles and responsibilities will receive environmental training by 2023 and an environmental management system will be in place at all production and logistic sites by 2026.

LVMH first introduced the Life 360 program at the end of 2020, as initiatives vary widely and address several issues, from manufacturing to energy consumption. The stakes are high for the climate, as 60 percent of greenhouse emissions are generated by the production of raw materials ([see story](#)).

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