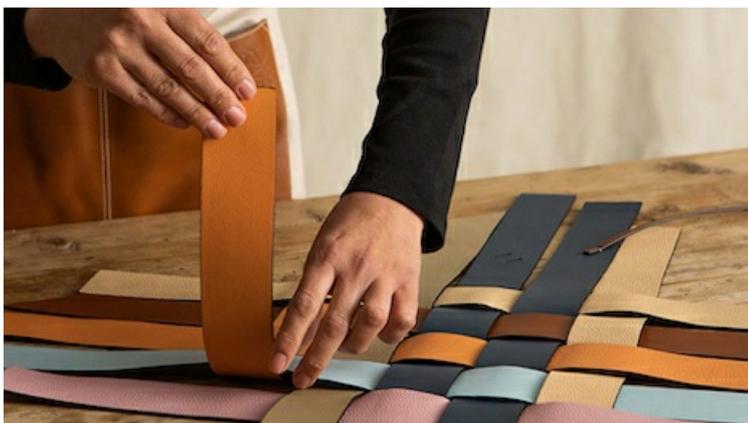


APPAREL AND ACCESSORIES

LVMH reveals comprehensive update on sustainability efforts

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This is the first time LVMH has reviewed its social and environmental commitments in a comprehensive report. Image credit: Loewe

By SARAH RAMIREZ

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is offering a transparent overview of its progress regarding social and environmental initiatives in a thorough report.

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LVMH has consolidated its existing reports about its social and environmental commitments to for a more holistic view of the group's efforts. The report also reinforces the notion that sustainability and corporate responsibility covers aspects outside the environment, which is of particular importance as consumers expect brands to align with their own values.

Inside look

LVMH's [2020 Social and Environmental Report](#) runs more than 140 pages and provides an overview of the group's recent CSR activities, from its COVID-19 pandemic response and inclusivity efforts to biodiversity and employee initiatives.

The group also shared qualitative data gleaned from monthly employee surveys and other sources, some of which was audited by an independent third party, for more tangible insights into its progress.



Bulgari chef Luca Fantin preparing bento boxes for Japanese medical personnel fighting the COVID-19 coronavirus outbreak in Tokyo. Image courtesy of Bulgari

Diversity and inclusivity in the workplace have been priorities for LVMH, whose workforce is 71 percent female with 64 percent of managerial roles held by women. About half of the group's employees are also covered by maternity or paternity leave policies that are more generous than local regulations.

Outside of gender equality, half of the group's maisons have introduced initiatives that promote equal rights for members of the LGBTQ+ community. More than six in 10 employees involved in recruiting have also received training or other information about eliminating discrimination.

Flexibility in the workplace was also an important consideration amid the pandemic, with 95 percent of brands allowing flexible work hours in some capacity. Regarding career development, 88 percent of maisons have set up learning projects, such as mentoring, and 78 percent have developed policies to ensure employees maintain their skillsets.

LVMH is also pushing for more employment of people with disabilities. The number of disabled LVMH Group employees rose 20 percent from 2019 to 1.2 percent of the global workforce, but this is short of the conglomerate's "intermediate" benchmark of 2 percent.

Two-thirds of group employees received training in 2020, for an average of 1.2 training days. For the next generation of employees, LVMH organized 200 online events to engage students and recent graduates worldwide.

Through its sustainability strategy, Life 360, LVMH also intends to apply "ecodesign" principles to all products by 2030.

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 ([see story](#)).

Before improving its environmental footprint, however, LVMH will equip all of its business groups with the tools needed to analyze its material and product lifecycles by 2023.



Loro Piana worked with Luc Jacquet to document goat herders. Image credit: Loro Piana

The group's efforts in tackling carbon emissions, energy production, resource consumption and more are extensive and complex. Among the tactics are electric vehicle fleets, organic or recycled textiles, refillable packaging and more.

LVMH is also setting standards for end-to-end traceability within its supply chains for materials including cotton, wool, down, cashmere, fur, silk and gold.

Promoting sustainability

LVMH is also more consciously communicating its environmental efforts to internal and external audiences.

The group partnered with rivals including Kering and Richemont to help launch a joint initiative encouraging sustainable change across the jewelry industry.

The Colored Gemstones Working Group (CGWG) which was founded by Gemfields in 2015 and who counts LVMH, Kering, Richemont, Chopard and Swarovski among its members has revealed the Gemstones and Jewelry

Community Platform. In development for several years, and first announced last year, the platform is now live and serves as a free sustainability resource for the entire industry ([see story](#)).

LVMH also introduced its first online resale platform for "re-sourcing" high-quality materials from its fashion and leather goods houses.

Nona Source is a digital platform that allows emerging creatives and brands access to leftover or deadstock textiles at competitive rates to encourage re-use and circularity. The startup was incubated by LVMH's DARE intrapreneurial program and provides an innovative solution to address issues of waste and sustainability ([see story](#)).

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