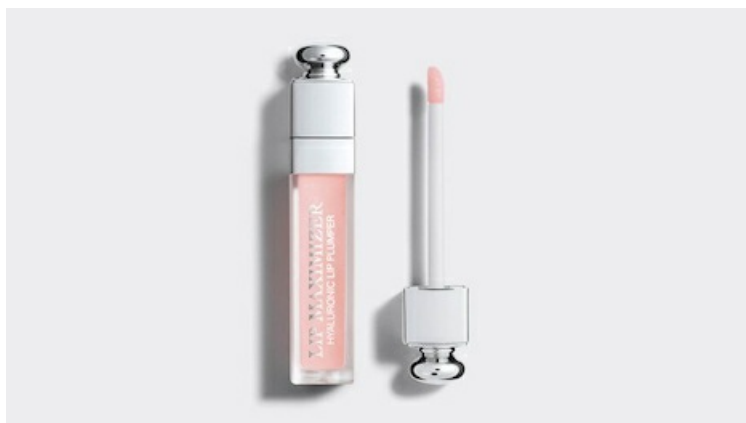


FRAGRANCE AND PERSONAL CARE

LVMH taps Eastman for recycled packaging options

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Packaging for Dior Addict Lip Maximizer is the first example of the new collaboration between LVMH and Eastman. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is collaborating with specialty material provider **Eastman** in its latest sustainability effort.

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Christian Dior is the first of LVMH's major houses to introduce Eastman Cristal Renew copolyester, which features 30 percent certified recycled content. LVMH and Eastman plan to continue working together to implement additional sustainable packaging options across the conglomerate's brands.

"Our collaboration with Eastman marks a critical milestone towards progressively eliminating fossil-fuel-based plastics from our packaging," said Hlne Valade, LVMH environmental development director, in a statement. "With our recently published Life 360 program, we made the decision that our packaging will contain zero plastic from virgin fossil resources in the years ahead."

Collaboration for sustainability

Dior Parfums will be using Eastman Cristal Renew copolyester for its Dior Addict Lip Maximizer packaging, set to hit shelves this summer.

Eastman spans a portfolio sustainable resins for cosmetic packaging, built on the company's long history of innovation and knowledge of the cosmetics industry.

Eastman's advanced circular recycling technologies produce resins from mixed waste plastic rather than fossil-based feedstocks. These innovative molecular recycling technologies divert waste plastic from landfills, give waste plastic new life, and reduce greenhouse gas emissions.

Utilizing the provider's technologies, LVMH can continue working to meet their ambitious sustainability targets, specifically regarding recycling.

"LVMH is staking out a leadership position among luxury brand houses by taking bold action to achieve environmental excellence," said Scott Ballard, vice president and general manager, specialty plastics at Eastman, in a statement. "We are proud to be working with LVMH and to provide the technology and products that will help them

deliver on their circular economy goals."



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

Last month, LVMH Mot Hennessy Louis Vuitton offered a transparent overview of its progress regarding social and environmental initiatives in a thorough report.

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 (see story).

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