

NONPROFITS

LVMH strengthens its commitment to forest conservation

June 7, 2021



The new partnership focuses on sourcing packaging supplies responsibly. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH has partnered with environment nonprofit organization [Canopy](#) in an effort to further emphasize the importance of environmental responsibility.

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According to Canopy, more than 3.2 billion trees are cut down every year to produce paper packaging or to make fabrics like viscose and rayon for clothing. Canopy's Pack4Good and CanopyStyle initiatives work in partnership with brands to change supply chains, save forests and bring alternative NextGen Solutions from the margins of the marketplace to the mainstream.

"LVMH's Initiatives For the Environment Program (LIFE 360) recognizes and celebrates the importance of the world's Ancient and Endangered Forests as key to the world's biodiversity and our ability to address climate change," said Hlne Valade, environment development group director of LVMH, in a statement. "We are pleased to be a CanopyStyle and Pack4Good partner, an integral step as we continue to ensure the highest environmental performance for our products and supply chains."

Protecting the forest

Through this partnership, LVMH has committed to ensuring its supply chains for paper, paper packaging and fabrics are free of fiber from the world's ancient and endangered forests by the end of 2022, as well as influencing its supply chains to protect the world's remaining forests and endangered species habitat and progress the free, prior and informed consent of communities and indigenous rights and title.



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

In addition to ensuring its paper, packaging and fabric supply chains are free of fiber from forests, LVMH and its brands will support the development of Next Generation Solutions. These circular economy alternatives include smart design as well as the use of agricultural residues, recycled textiles and microbial cellulose to manufacture paper, packaging and textiles instead of endangered forest fiber.

LVMH hopes that its commitments will contribute significantly to the transformation of unsustainable supply chains and the development of life-affirming value chains.

In April, the French group announced new objectives of its Life 360 environmental strategy, once again centering on the relationship between nature and creativity. There are three fundamental objectives setting targets for 2023, 2026 and 2030, prompting all LVMH maisons to contribute to achieving these goals: create products in harmony with nature; preserve ecosystems; and engage all stakeholders ([see story](#)).

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