

SUSTAINABILITY

Luxury brands take to the sea for World Oceans Day

June 8, 2021



La Mer has been a longtime supporter of preserving marine habitats. Image credit: La Mer

By LUXURY DAILY NEWS SERVICE

Luxury brands are touting their environmental efforts and revealing new initiatives as part of World Oceans Day on June 8.

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From fashion labels to hospitality brands, World Oceans Day is an opportunity for businesses to engage with conscious consumers. Brands including La Mer, Prada, Stella McCartney and Ulysse Nardin have taken to social media to promote awareness about ocean preservation.

Riding the wave

United Nations World Oceans Day highlights the importance of the oceans, which cover more than 70 percent of the planet and produces at least 50 percent of Earth's oxygen. Oceans are also crucial to the economy; it is estimated 40 million people will be employed by ocean-based industries by 2030.

Este Lauder Companies' La Mer is one of the lead sponsors for the UN's World Oceans Day programming.

The beauty and skincare brand, whose name translates to "the sea," has supported ocean research and conservation for more than a decade. In 2017, the brand launched the La Mer Blue Heart Oceans Fund to further its support of sea sustainability.

La Mer Blue Heart supports global ocean conservation efforts

La Mer is also pledging that by the end of 2025, more than 75 percent of its packaging will be recycled, recyclable, reusable, refillable or recoverable.

The brand also announced it is awarding a La Mer Blue Heart grant to Greenwave, a leader in regenerative ocean farming. La Mer also hosted an Instagram Live discussion with Dr. Ayana Elizabeth Johnson, a marine biologist and Blue Heart ambassador, with Greenwave's founder, Bren Smith.

British designer Stella McCartney also took to Instagram for a talk with Ali Tabrizi, the director of the documentary *Seaspiracy*. The two discussed the harmful impacts of the commercial fishing industry and how everyday

consumers can help protect the seas.

Swiss watchmaker Ulysse Nardin is celebrating World Oceans Day with a limited-edition, shark-themed Diver timepiece, featuring a strap made with 100 percent recycled fishing nets. The brand has an extensive line of marine watches and counts Oearch and Florida International University among its research partners.

[View this post on Instagram](#)

A post shared by Ulysse Nardin (@ulyssenardinofficial)

Ulysse Nardin has been incorporating more recycled materials into its timepieces

Meanwhile, private aviation firm VistaJet and hospitality brand Ritz-Carlton are among those in the luxury travel space taking time on World Ocean's Day to highlight sustainable experiences, such as an underwater safari in Indonesia and excursions with trained naturalists in Maui.

Italy's Prada Group and UNESCO also announced the next wave of initiatives for "Sea Beyond," a joint educational program that launched in 2019 ([see story](#)).

Hoping to grow the program's impact, the next phase of Sea Beyond will include a new educational module for secondary students with more participating countries and webinars and "sustainable challenges" for Prada Group employees encouraging ocean literacy.

"We are very proud of the success of Sea Beyond, stemming from UNESCO's Oceanographic Commission's passion to continuing to dedicate every day to the promotion of a more responsible ocean," said Lorenzo Bertelli, head of corporate social responsibility at Prada Group, in a statement.

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