

APPAREL AND ACCESSORIES

Kering joins Circular Fashion Summit as innovation partner

June 29, 2021



Circularity within fashion has been a priority for the fashion conglomerate this year. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has joined [lablaco's 2021 Circular Fashion Summit](#) (CFS) as an innovation partner, showcasing the group's commitment to sustainability and innovation.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Circular Fashion Summit is a global collective action summit in virtual reality, taking place Oct. 1-3, 2021, supporting the United Nations Sustainable Development Goals 2030. Together with CFS and other 2021 Innovation Partners, Kering will explore the future materials of the circular fashion revolution.

"Kering is aiming at driving change within the fashion industry through innovation, and part of our sustainability roadmap is focused on this challenge," said Marie-Claire Daveu, chief sustainability and institutional affairs officer at Kering, in a statement. "As we are thriving to innovate in a 360 approach, we have launched our 'Circularity Ambition' earlier this year, with the ambition to transform our business model deeply.

"Collaborating with groundbreaking new initiatives, such as the Circular Fashion Summit, helps us share our best practices as well as spark our imagination and inspire us to reach our 2025 target."

Circular fashion

As part of this year's innovation hub, the global luxury group will feature a selection of startups working on new circular and sustainable materials from their in-house startup incubator, to pilot and bring them to market by committing to CFS goal n2.



Kering is committing to brand transparency with an extensive report on circularity. Image credit: Kering

Through startups and academia, Kering also develops new sourcing solutions and innovative raw materials with an emphasis on disruptive innovation, using biotechnologies and circular economy principles, such as using recycled fibers to create new garments.

To take sustainable fashion from a buzzword into a practical solution, the group opened their Materials Innovation Lab in Italy in 2013, a hub with more than 3,000 sustainable fabric samples. The group has also partnered with universities worldwide to design sustainability curriculums.

The summit is a celebration of impactful design, evolutionary partnerships, and opportunities for the fashion industry to transition to a digitized circular economy. It's a space to implement real solutions and make positive change happen, collectively.

Earlier this month, Kering outlined its ambition for a holistic approach to circularity in its "Coming Full Circle" report, which highlights concrete actions its brands have implemented around circularity, and aims at rethinking the way the company produces, uses and extends the life of resources and products ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.