

APPAREL AND ACCESSORIES

Valentino introduces sustainable packaging

November 9, 2021



New generation packing. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Valentino** is taking another step in its journey to sustainability with new recyclable packing, including shopping bags, boxes and tissue paper made with sustainable materials.

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White shopping bags will be produced with 55 percent recycled paper, of which 40 percent originates from post-consumer waste and 15 percent from the recycling of refused production materials. Its cardboard boxes and tissue paper will be made using raw materials from sustainably managed forests.

Eco-friendly luxury

Boutique stationery and greeting cards will be made up of 75 percent bamboo and 25 percent cotton linters. The hang tags will have the same composition in the front, whilst the back will be 55 percent recycled paper.

In terms of fabrics, materials for garment covers and dust bags will be 100 percent recycled cotton.

The sustainability-focused rebrand will also cover gift boxes containing accessories, made of 100 percent recycled cardboard and 55 percent recycled paper, as well as the waterproof shopping bag covers, produced in 100 percent recycled transparent material.



Three sizes of recycled ribbon. Image courtesy of Valentino

The white ribbon, available in three sizes for wrapping bags and gifts, will be 100 percent recycled. Recycling symbols will be displayed on the bottom of the boxes.

The new packaging, which creates a color balance between white and the brand's trademark Valentino red, will be available in boutiques and on ecommerce platforms from November 2021.

The surplus of the pre-existing packaging will be distributed across markets and recovered for internal company initiatives, allowing for a smooth and efficient transition.

In the spirit of sustainability, last month, Valentino launched a vintage resale project, encouraging consumers to participate in a circular fashion industry.

Valentino Vintage is split into two phases, with phase one inviting customers to send in vintage Valentino items to select stores until the end of this year. With the project, the label hopes to repurpose its designs and products from the past and give them new life for the future ([see story](#)).

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