

RETAIL

Luxury vendor ESW pledges to provide carbon neutral shipping to clients

February 15, 2022



ESW is pledging to provide 100 percent carbon neutral shipping to its clients, which includes Gucci, Kering and more. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Direct-to-consumer platform ESW, formerly eShopWorld, has announced it will provide 100 percent carbon neutral shipping to its clients.

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

Some of ESW's clients include Gucci, Kering, J. Crew and more, and the promise extends beyond just transcontinental air freight to include first, middle and last mile deliveries. ESW plans to achieve offsets through the funding of renewable energy production.

"ESW is proud to offer our retail and brand clients the ability to be at the forefront of sustainable shipping and contribute to a more positive future for the environment," said Tommy Kelly, CEO of ESW, in a statement.

Making sustainability strides

Brands that partner with ESW are able to infiltrate international markets in as little as six weeks, which ESW says is six times faster than if brands attempted to do so on their own. In joining ESW, brands can also engage directly with consumers and retain ownership of all data collected during shopping processes.

ESW plans to support EcoAct-verified wind farm projects in its funding of renewable energy production. EcoAct is an international climate consultancy and project developer.



Gucci is one of ESW's clients. Image courtesy of Gucci

"As cross-border ecommerce continues to elevate economies all over the world, we must ensure that what's good for business is also good for the planet," Mr. Kelly said. "We know that these offsets create a high level of value for our clients and, in turn, their consumers."

ESW client Gucci also continues to double-down on its sustainability strides.

Gucci, with the backing of parent company Kering, has ramped up its environmental focus through a series of new collaborations and campaigns. These moves have helped the brand resonate with younger affluents, who consider themselves more values-driven than older generations, but transparency remains essential ([see story](#)).

© 2022 Napean LLC. All rights reserved.

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