

TRAVEL AND HOSPITALITY

## Valentino, Air France team up to reduce air travel emissions

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*As a corporate client of Air France, Valentino is on board to help the airline reduce carbon emissions. Image credit: Air France*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino has partnered with airline companies Air France and KLM to support sustainable travel programs and reduce carbon emissions from air travel.

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The partnership represents an important step in the fashion brand's transition toward becoming more ecologically conscious. Through the joint sustainable aviation fuel (SAF) program, clients of Air France and KLM, like Valentino, can estimate the CO2 emissions associated with their travel, and determine the annual contribution they would like to give to the program.

"We believe that support in the research and development of alternative solutions aimed at reducing CO2 emissions is fundamental to continue sustaining production of sustainable fuel," said Jacopo Venturini, CEO of Valentino, in a statement.

"This partnership adds to our growing commitment in giving back to the territory and to collectivity a sense of responsibility developed with great attention in every step and action we take in a more conscious direction."

### Zero emissions

Sustainable aviation fuel can be obtained from waste oils, recycling materials and forest residues, and can reduce emissions by up to 80 percent, compared to regular fuel.

Air France and KLM have been involved in research and development programs in the world of alternative fuels for a number of years. In 2011, the two companies were among the first to operate commercial flights with sustainable fuels.

They hope to reduce their total CO2 emissions per passenger/km by 50 percent compared to 2005, as they also commit to working with their stakeholders and public authorities to achieve the climate goal of zero CO2 emissions by 2050.

At a time when sustainability is at the core of most corporate structures, the SAF program offers corporate customers of Air France and KLM the opportunity to take an active part in reducing CO2 emissions.

Valentino supports the use of alternative fuels and moves in synergy with the group on a path towards the future pushed by social and environmental responsibility.

Earlier this year, the brand put its most sustainable foot forward in celebrating a new project, Open For A Change, which it debuted through a short film showcasing sustainably sourced sneakers.

Open for A Change, complete with a digitally printed green logo with arrows indicating circularity, aimed to unite the brand's creativity and ethos with its environmental goals ([see story](#)).

Air France and KLM invest all contributions in the supply and usage of sustainable fuel for aviation, supporting the creation of an industry capable of making air travel more ecologically responsible.

Investing in this corporate program, partner companies undertake concrete actions to reduce CO2 emissions and contribute to the green transition of air transport while supporting innovative solutions.

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