

APPAREL AND ACCESSORIES

## Kering launches in-depth interview series on sustainable luxury

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Marie-Claire Daveu (left) and Camille Charrire (right). Image credit: Kering

By KATIE TAMOLA

French luxury conglomerate Kering is conveying its commitment to sustainability through conversations with leaders in the fashion industry.

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With an emphasis on reaching new and younger consumers, Marie-Claire Daveu, chief sustainability officer of Kering, engaged in an intimate conversation with fashion influencer, Camille Charrire. During the filmed interview, the pair discussed specific Kering initiatives dedicated to sustainability, the importance of the role of influencers in encouraging eco-friendly pushes and how effective sustainability requires effort from everyone, from company to consumer.

"With the power I've been given by social networks, I also have a responsibility, I think," Ms. Charrire says in the interview. "And it's good to see that mindsets have changed a lot that when I talk about secondhand products, a lot of people are receptive to that idea, and that gives me a lot of encouragement to talk about it."

Consumer seeks sustainable

Ms. Charrire is a leading fashion influencer who has collaborated with several brands including Chlo, Harrods, Mango, H&M and Tommy Hilfiger. She used her fashion blog, Camille Over the Rainbow, as a CV for a writing role at Net-a-Porter.

The interview begins with Ms. Daveu explaining that they are going to play a game, essentially having the pair trade sets of questions for the other.

The conversation is in French, with English subtitles to make it accessible for a wider audience. On social media, Kering describes the interview as part of its "In Conversation with" series, so similar interviews with experts and prominent figures in fashion and sustainability are likely to follow.

*The pair discuss how consumers are seeking transparency from luxury brands*

To begin, Ms. Daveu asks if the fashion influencer believes her community is interested in secondhand fashion.

In the conversation, Ms. Charrire discusses how although several have accused her of being part of the problem a culture that contributes to the antithesis of sustainable action through fast fashion and overproduction she has strong roots in sustainability. Her mother is the head of the environmental department at Jussieu, with Ms. Charrire describing care for the environment as part of her DNA.

The influencer goes on to explain that her community is vastly interested in sustainability, but they also are seeking genuine and concrete action, not just smoke and mirrors.

Ms. Charrire explains how younger consumers are concerned with things like greenwashing and that there is still a great deal of obscurity as to what brands are doing for the environment as well as accurate information in the news, social media, et cetera.

When asked how groups like Kering can combat this, Ms. Charrire emphasized the importance of brands being open and transparent. She elaborated that in the past, there was more of an air of mystery as to the products and processes behind luxury products, which she thinks is slowly evaporating a positive for all.



*Kering went fur-free as part of its sustainability efforts. Image credit: Kering*

The eight-year veteran of the fashion industry and influencer also explained a few practical ways brands could convey their genuine commitment to sustainability: knowledgeable sales associates who can answer questions about materials in-store, a greater choice of products and not just one product that is deemed clean or eco-friendly.

Consumers do not have the time to research every single product and its materials, so brands are being called to provide them with that information and to communicate effectively and continue evolving.

A conglomerate responds

Ms. Charrire stated that she did not believe the fashion world was moving fast enough regarding sustainability, although the luxury sector is evolving. She then asked Ms. Daveu how Kering is specifically responding to the trend-laden, fast production fashion world.

Ms. Daveu replies by noting that Kering is doing a great deal of work internally to promote a circular economy, a starting point being opening places where consumers can repair their luxury products. The group is also opening repair centers in Asia and the U.S.

She also noted the conglomerate's work with luxury retail platform Vestiaire Collective.

In March 2021, the platform garnered attention from Kering, who invested in Vestiaire Collective as the pre-owned fashion sector rapidly accelerated amid the pandemic.

Kering was joined by U.S. investment firm Tiger Global Management in the financing round worth 178 million euro, or \$216 million at current exchange. Vestiaire Collective's transaction volume grew 100 percent year-over-year, and it will use the funding for its next cycle of growth ([see story](#)).

The group is also working to recycle or upcycle unsold products and limit packaging while maintaining the excitement of luxury processes like unboxing, among other efforts.

Last fall, Kering announced it stopped using animal fur, starting from its fall 2022 collections.

While several Kering labels, starting with Gucci in 2017, have moved away from using fur, this will now apply to all of the group's houses. Kering was the first luxury group to ban fur entirely ([see story](#)).

Above all, Kering's chief sustainability officer reinforced the idea that sustainability is a collective effort. Advocating

for the earth spans the consumer, companies, governments and beyond.

"It involves everyone," Ms. Daveu says in the interview. "It's something we all have to do together, and it's nicer that way."

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