

FRAGRANCE AND PERSONAL CARE

YSL Beauty launches extensive sustainability program

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The Ourika Community Gardens was started in 2013 as a socially responsible program connected to the Earth. Image courtesy of YSL Beauty

By LUXURY DAILY NEWS SERVICE

France's YSL Beauty has announced a global program in partnership with nonprofit organization **Re:wild** with the goal of making a positive impact on the planet and its people.

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In celebration of the upcoming Earth Day, the brand has launched the "Rewild Our Earth" initiative which aims to protect and restore nearly 250,000 acres by 2030. Further, the program intends to safeguard biodiversity in areas where YSL sources its ingredients, including Morocco, Haiti, Madagascar and Indonesia.

"At YSL Beauty, we believe in giving, not just taking; restoring, not just consuming; and most of all, empowering the world around us," said Stephan Bezy, international general manager at **YSL Beauty**, in a statement.

"The wild is in decline, and at a time when more than one million species are on the brink of extinction and 75 percent of Earth's land areas have been degraded, this long-term project has the potential to help make a measurable impact."

Change the rules, change the future

For 2022, "Rewild Our Earth" will focus on four main regions. The first is the Ourika Valley in Morocco, where YSL Beauty cultivates a number of ingredients, such as pomegranate, iris, jasmine and walnut.

Through "Rewild Our Earth," YSL intends to build off its existing Ourika Community Gardens initiative, which launched in 2013 and continues helping to empower communities of women to better their financial situation and life circumstances through a cocreated cooperative.

Beyond the Gardens, YSL Beauty has also worked throughout the Ourika Valley region since 2017 to plant trees and restore arid land, so far planting more than 125,000 trees in an area whose primary ecological risk is rising temperatures, deforestation and frequent natural disasters.

In 2021, YSL Beauty reaffirmed its commitment to this project and the surrounding lands, which aligned with the UN Decade on Ecosystem Restoration.

The second focus area is Haiti, where YSL sources vetiver an ingredient used in its L'Homme and La Nuit de L'Homme fragrances.



Communities in Haiti are being threatened by massive floods and landslides. Image courtesy of YSL Beauty

Haiti is currently experiencing an ecological crisis fueled by floods and landslides: the primary forest cover has decreased more than 50 percent in the last century. YSL's priority is to help save and manage the remaining important forests of Bois Pagnol and the essential habitats and species within.

In Madagascar, deforestation has compromised the remaining forest link between two regions containing key biodiversity areas: Analamanga and Alaotra Mangoro. YSL Beauty is supporting the restoration of this area through a site monitoring program to ensure ecosystem health.

The target of this program is to restore 400,000 trees by 2023.

YSL Beauty also sources a considerable amount of patchouli from Indonesia, where overdevelopment is increasingly threatening lakes and their surrounding ecosystems. YSL Beauty's objective in supporting this area is to reduce the impact of invasive species on the endemic species of the lakes, restoring nearly 40,000 acres of Lake Matano, while also working with forest-edge communities to manage, protect and restore nearly 75,000 acres of forests.

As part of the global initiative, YSL Beauty renewed its sustainability platform, "Change the Rules, Change the Future" centered on three pillars: Rewild Our Earth, Reducing Our Impact and Abuse Is Not Love.

Last year, YSL-owner Kering partnered with environmental nonprofit Conservation International to launch the "Regenerative Fund for Nature" to help finance farmers as they transition to regenerative agriculture across fashion's supply chain.

The Regenerative Fund for Nature provides grants to farmers, NGOs and key stakeholders who are at the forefront of developing and scaling agricultural change on the ground ([see story](#)).

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