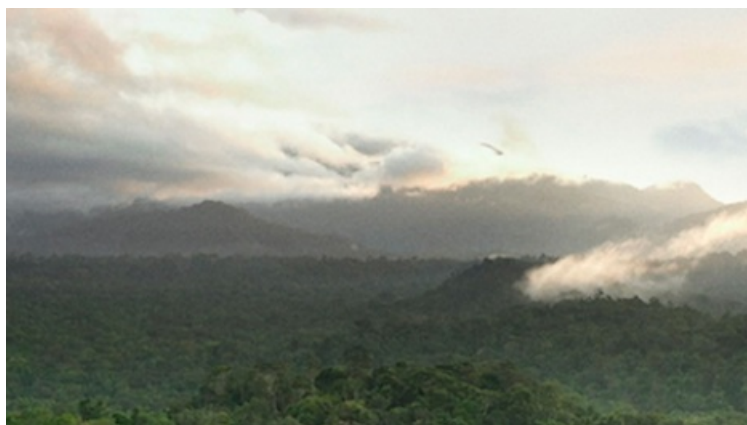


SUSTAINABILITY

## Luxury brands bring awareness to climate change for Earth Day

April 22, 2022



*Fashion brands, especially, are recognizing the effect their industry has on the planet. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

Through social media efforts and nonprofit collaborations, luxury brands are honoring Earth Day, but as climate change poses a threat to all ecosystems, the messaging is not overwhelmingly celebratory.

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According to environmental organization **Parley for the Oceans**, 10 million metric tons of plastic waste enter the ocean each year. To help raise awareness of pollution and other global warming-related issues, luxury brands and retailers like Dior, Burberry, Balenciaga and Neiman Marcus are pushing extensive call-to-action campaigns.

Committed to cleaning the planet

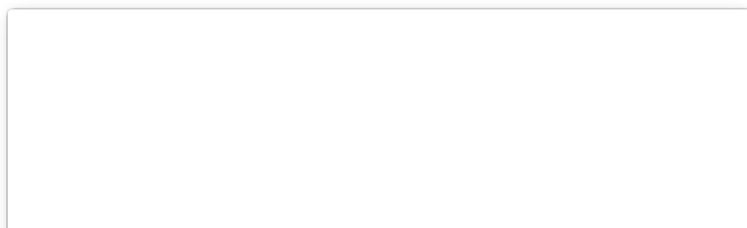
French fashion house Dior teamed up with Parley to bring attention to how the fashion industry contributes to waste and pollution.

On April 22, Parley took over Dior's Instagram account, posting critical information about ocean pollution and conservation. A **guide** containing all posts from the takeover is available on Dior's main account page.

"Protecting the oceans means protecting our future, our species," said Cyrill Gutsch, founder/CEO of Parley, in an Instagram story via Dior. "Without a healthy sea, we will not be able to breathe.

"The majority of the oxygen we are taking in comes from life underwater," he said. "The big threats we face when protecting the ocean are climate change, plastic pollution and overfishing."

In addition to the social media campaign, Dior creative director Kim Jones designed a beachwear collection using recycled Parley Ocean Plastic.



[View this post on Instagram](#)

A post shared by Dior Official (@dior)

*According to Parley, 8.3 billion metric tons of plastic have been produced since 1950, and only 9 percent has been recycled*

Following this year's Earth Day theme "Invest in Our Planet," British fashion house Burberry is shedding light on the LEAF Coalition, which aims to end deforestation while protecting communities around the world.

The organization conjoins the public and private sectors to provide financial support to forest regions around the world, such as South and Central America, and reduce emissions associated with deforestation and forest degradation.

The coalition has mobilized more than \$1 billion for tropical rainforest conservation globally. Last year, Burberry became the LEAF Coalition's first luxury partner.

We drive towards a more sustainable future. This [#EarthDay](#) we celebrate being on course to become the world's most sustainable luxury car brand, in line with our [#Beyond100](#) strategy. Discover more: <https://t.co/dmg2Qas2sl> [pic.twitter.com/0gIumXiapK](https://pic.twitter.com/0gIumXiapK)

Bentley Motors (@BentleyMotors) [April 22, 2022](#)

*Automakers like Bentley also took to social media to tout their sustainability credentials*

Kering-owned fashion house Balenciaga has partnered with regenerative agriculture advocates Kiss the Ground to recognize how the fashion industry is intrinsically linked to natural ecosystems.

While farming is commonly associated with food production, the raw materials that form most apparel and accessories are also cultivated from plants or animals, such as cotton, leather, wool, cashmere, silk and flax.

Balenciaga suggests that wide-scale adoption of regenerative agriculture practices across supply chains can transform the fashion industry into an agent for positive change.

The "Kiss the Ground" documentary was an official selection at the 2020 Tribeca Film Festival and winner of Best Picture and Best Documentary at the London Independent Film Awards.

U.S. retailer Neiman Marcus Group announced new initiatives, partnerships and in-store activations that will further its progress set out by its ESG strategy, Our Journey to Revolutionize Impact.

To reduce scope 1 and 2 emissions by 50 percent by 2025, the retailer partnered with Trane Technologies to replace natural gas-powered chillers at Bergdorf Goodman ([see story](#)). Neiman Marcus stores across the U.S. will also aim to raise \$3 million for Heart of Neiman Marcus Foundation grantees.

The group will also sponsor *Women's Wear Daily's* upcoming Sustainability Summit and the Sustainable Fashion

forum fireside chat.

Earlier this week, beauty group Este Lauder Companies became the first luxury beauty company to join the Supplier Leadership on Climate Transition (LoCT) consortium. In joining the group's initiative along with other global businesses, the company intends to accelerate climate action throughout supply chains in an effort to reach net-zero greenhouse gas emissions ([see story](#)).

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