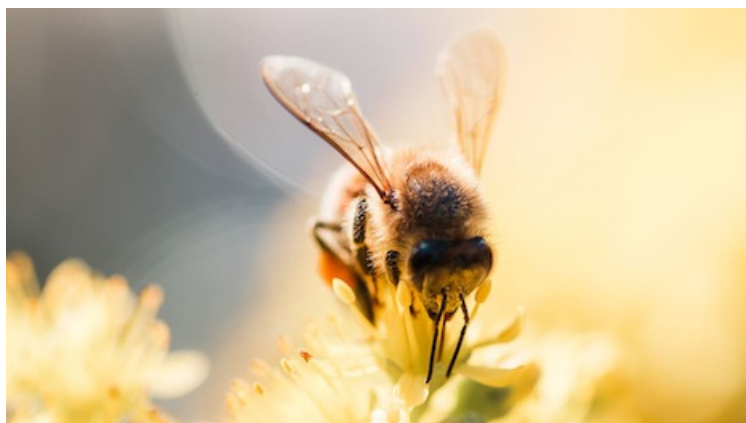


SUSTAINABILITY

Luxury buzzes about bees with conservation efforts

May 20, 2022



World Bee Day is May 20. Image credit: Guerlain

By LUXURY DAILY NEWS SERVICE

Luxury brands are buzzing about their enthusiasm for pollinators with special World Bee Day initiatives.

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From French beauty house Guerlain to several luxury automakers, brands are highlighting their sustainability and biodiversity efforts to save the bees. The United Nations has designated May 20 as World Bee Day to showcase how vital the buzzing pollinators are to the planet's ecosystems.

Buzzing for bees

Bees are one of the symbols of Guerlain, and the brand continually touts preservation efforts, including the Guerlain for Bees Conservation Program, that help one of nature's most essential pollinators.

From World Bee Day on May 20 to International Day of Biological Diversity on May 22, Guerlain is looking to raise 1 million euros, or about \$1.05 million at current exchange, to fund its conservation program. This continues a fundraising effort introduced last year ([see story](#)).

The maison will donate 20 percent of sales from May 20 to May 22 from its boutiques and ecommerce site to the Guerlain for Bees Conservation Program. Additionally, Guerlain will donate 20 euros, or \$21, for each repost of its bee heart logo designed by Slovak artist Tom Libertny on Instagram.

Mr. Libertny also created a single Exceptional Edition Bee Bottle for the house with the help of bees. Over several weeks, bees created a hive around the bottle's glass edges.

Guerlain's Bee Hive Bottle

Automakers are also celebrating World Bee Day.

British automaker Rolls-Royce marked the day in Dubai with the help of the Beekeepers Association of the United Arab Emirates. A new apiary is being completed at the Dubai Creek Golf Club.

Fellow British automaker Bentley is adding five new hives and 300,000 bees to its site at Pym's Lane. The hives are being transported in a Bentayga hybrid, further reducing Bentley's environmental footprint.

We have always been a hive of activity but now we've improved our operations with the addition of 300,000 honey bees, all in the name of biodiversity. [#WorldBeeDay #Beyond100 pic.twitter.com/o81jLgSzSL](#)

Bentley Motors (@BentleyMotors) [May 20, 2022](#)

Bentley brings new meaning to the Flying B

Italian automaker Lamborghini also has beehives at its Sant'Agata site as part of a biomonitoring project. The brand revealed new findings from the hives, which helps researchers understand how bees respond to environmental changes.

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