

SUSTAINABILITY

LVMH touts circularity innovations at ChangeNOW summit

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Nona Source was one LVMH project showcased at ChangeNOW. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is highlighting some of its key circular economy initiatives it showcased at a recent summit.

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LVMH was a strategic partner at the ChangeNOW summit, held at the Grand Palais Ephemere in Paris from May 19 to May 21. The event is an international gathering focusing on innovations that help the planet.

Change through circularity

Top sustainability leaders from LVMH participated in sessions at the summit, including Antoine Arnaut, head of image and environment; environmental development director Hlne Valade and Mot Hennessy chief sustainability officer Sandrine Sommer.

Many LVMH brands also exhibited projects dedicated to circularity, one of the tenants of its LIFE 360 strategy, either in the dedicated LVMH pavilion or the circular economy gallery.



LVMH sustainability leaders were present throughout the ChangeNOW summit. Image credit: LVMH

Innovations from the group's portfolio include the Nona Source materials resale platform ([see story](#)); French fashion label Dior's beach capsule designed in collaboration with Parley for the Oceans ([see story](#)) and Champagne house Ruinart's recyclable "second skin" packaging ([see story](#)).

The luxury group also had a significant presence at the COP26 climate summit last fall.

LVMH sent several representatives, including designers and executives, to the November 2021 event. Participants included British fashion designer Stella McCartney, who is a sustainability advisor to LVMH CEO Bernard Arnault; Peter Nelson, operations director at Glenmorangie; Philippe Schaus, CEO of Mot Hennessy and Alexandre Capelli, environmental deputy director at LVMH.

The group's participation underscored its commitment to a future of sustainable luxury as climate change worsens ([see story](#)).

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