

ARTS AND ENTERTAINMENT

Kering returns as sponsor of sustainable music festival

June 3, 2022



French music festival We Love Green focuses on sustainability. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **Kering** is renewing its support for **We Love Green**, an environmentally friendly music festival.

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Kering has been a sponsor of the event since 2017, reflecting the group's commitment to sustainability and environmental responsibility. This year's event is taking place on June 2, 4 and 5 in Bois de Vincennes, the largest public park in Paris.

Kering x We Love Green

Environmental issues inform every aspect of We Love Green, including the festival's music lineup, scenography and food services. The electronic music festival launched in 2011 and welcomed more than 80,000 attendees in 2019.

A Think Tank Stage promotes environmental innovation and encourages attendees to learn more about ecological issues. Scientists, activists, artists and sociologists will participate in roundtables and screenings as part of Think Tank Stage programming.

Kering is thrilled to renew for the 5th time its partnership with **@WeLoveGreen** Festival which will take place from 2-5 June.

More info: <https://t.co/rE8DqtkV11>

[#KeringForSustainability pic.twitter.com/4QsKsTO7AP](https://twitter.com/4QsKsTO7AP)

Kering (@KeringGroup) **June 1, 2022**

Kering has been a longtime sponsor of We Love Green

An Innovation Village will also host organizations from several spaces, including responsible fashion, that leverage technology to promote solutions for societal or ecological issues.

This year's performers include Gorillaz, Phoenix and Angle.

In 2020, Kering supported a virtual iteration of We Love Green amid the COVID-19 pandemic. The cyber event featured musical acts including Catherine Ringer and Metronomy, as well as a virtual dance floor and VIP area ([see story](#)).

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