

APPAREL AND ACCESSORIES

Kering, Marie Claire launch responsible fashion campaign

June 16, 2022



Kering and Marie Claire have launched a responsible fashion initiative. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering is collaborating with women's fashion magazine and media brand *Marie Claire* on a global initiative centered on responsible fashion.

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"Fashion Our Future" looks to inform, inspire and mobilize consumers to help them rethink their consumption habits. Through the initiative, Kering and Marie Claire will leverage their combined expertise and access to industry experts and activists for content, panels and speakers.

Going green, together

The two partners will jumpstart the initiative with a global social media campaign around sustainability.

The social media effort will showcase consumers' everyday progress towards sustainability. Consumers are encouraged to use the hashtag #BeTheChange and tag Marie Claire and Kering's official social media channels.

On June 16, the first Fashion Our Future event took place at La Caserne, a sustainable fashion accelerator hub in Paris. It included talks, workshops, expositions and seminars on animal welfare, pollution, innovation, vintage fashion, climate change and women activists.

Head of sustainable sourcing and nature initiatives Yoann Regent talks about the link between animal welfare, environment and quality of the product as part of #FashionOurFuture, the initiative launched by @marieclaire_fr and Kering. #KeringForSustainability #marieclaire pic.twitter.com/jmvvxDdJ6c

Kering (@KeringGroup) [June 16, 2022](#)

Kering speakers also included chief sustainability officer Marie-Claire Daveu

Highlights of the event included a showcase of responsible fashion pieces from Kering houses Gucci, Balenciaga and Bottega Veneta.

Attendees were able to visit a Material Innovation Lab to experience innovative and responsible textiles from Kering's resource hub in Milan. At an upcycling workshop, participants were able to repurpose leftover leather to create their own pouches.

Kering recently conveyed its commitment to sustainability through conversations with leaders in the fashion industry. The "In Conversation with" series features interviews with experts and prominent figures in fashion and sustainability ([see story](#)).

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