

SUSTAINABILITY

Gucci joins Ellen MacArthur Foundation in circularity strategy

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Gucci further commits to sustainability and circularity. Image credit: Gucci Equilibrium

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has become an official strategic partner of the Ellen MacArthur Foundation, accelerating its vision for a circular economy and regenerative agriculture.

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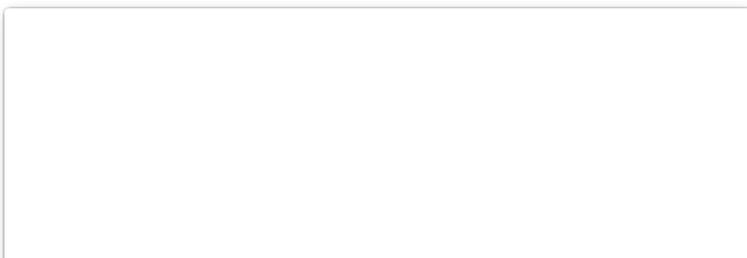
Gucci has been advancing its approach across its value chain, from using recycled materials to promoting materials from organic and regenerative production systems. The new partnership pushes forward the brand's commitment to generate positive change for people and the planet, as detailed in its [2021 Gucci Equilibrium Impact Report](#).

"For us, purpose and progress are paramount to the very ethos of Gucci," said Marco Bizzarri, president/CEO of [Gucci](#), in a statement. "We are constantly experimenting and evolving to drive positive impacts in the Gucci community, and in the wider world.

"The second edition of our Gucci Equilibrium Impact Report for 2021 is a testament to our resolve to continue building a responsible and sustainable business," he said. "It is in this spirit we are excited to announce our partnership with the Ellen MacArthur Foundation to further strengthen our commitments to circularity and regenerative agriculture, expanding on the many initiatives we have already established."

Road to circularity

Driven by the philosophy to evolve and support social and environmental transformative change, Gucci's partnership with the Ellen MacArthur Foundation is built on three principles: eliminating waste and pollution, circulating products and materials and regenerating nature.



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A post shared by @gucci

The Ellen MacArthur Foundation will support Gucci to further scale and embed the principles of the circular economy.

In its initial phase, these collaborative efforts will include increasing collections with circular principles across products' life cycles and investing in regenerative projects.

The Foundation will offer Gucci insights that will inform and enable the brand to lead an industry-wide commitment to source regeneratively.

In June 2021, the house announced it had already hit its environmental impact reduction target, according to its inaugural Impact Report on Equilibrium.Gucci.com.

Incorporating 2020 data, Gucci's new Environmental Profit and Loss 1 results revealed that the brand has already surpassed its 2025 reduction target four years ahead of schedule, with a 44 percent reduction in total environmental impacts and 47 percent decrease in greenhouse gas emissions.

In 2020 alone, Gucci achieved a 17 percent decrease in greenhouse gas emissions and a nine percent reduction of its total footprint versus 2019 ([see story](#)).

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