

MARKETING

Kering continues philanthropic efforts to support biodiversity

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Kering continues its partnership with The Explorers, a group encouraging local populations to catch footage of biodiverse sites. Image credit: Kering

By AMIRAH KEATON

French luxury conglomerate Kering is reaffirming its commitment to biodiversity, by way of a picture-perfect partnership.

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The global group is diving in, supporting a project that enables photographers across time zones to capture Earth's ultra-high definition biodiversity of natural, cultural and human origin. Since the announcement of The Explorers, a global media platform building a rich catalog of Earth's natural assets for awareness and protection, as their main partner in 2020, Kering has aimed to take a leadership role in garnering global awareness of the collective responsibility to ensure the planet's biodiversity endures.

"When we think about fashion we never really connect it to biodiversity (if we are not in sustainability!)," said Harriet Vocking, chief strategy officer at **Eco-Age**, London.

"Everything and everyone are so interconnected," she said. "Kering has an in-depth biodiversity strategy and so it is really powerful for them to also support projects like this to raise awareness."

"Nothing can be done in isolation, and this is now about radical collaboration."

Collaborative climate

As The Explorers focus on getting the Earth's exposure just right, Kering has been promoting the skilled snapshots via social.

The luxury goods giant claims to provide an assessment of biodiversity protection challenges, through the act of revealing the beauty and fragility of the planet.

"Kering has a huge following and so are giving The Explorers the exposure they need to have a real impact," Ms. Vocking said.

Remarkable flora and fauna, including rare, protected and endemic species, are the subjects of new, crystal-clear

photography from a partnership with The Explorers that touts a direct tagline "exploring in order to communicate, and knowing better to protect better."

[View this post on Instagram](#)

A post shared by KERING (@kering_official)

"Kering clearly understands the increasing focus on biodiversity within sustainability best practice, and this externally-focussed project complements their own internal efforts to protect and preserve," said Amy Nelson-Bennett, co-CEO at [Positive Luxury](#), London.

"The partnership provides beautifully atmospheric reminders of both the beauty and fragility of our natural world," she said.

The Explorers encourages local populations to catch footage, used to develop and enhance its inventory and shared on its online platform combining photos, illustrations, videos and documentaries, during new expeditions.

One campaign video displays footage broken up by biome, showcasing at-home animals of great biologic range. Another focuses entirely on bees, who face habit loss and fragmentation due to climate change and invasive species, while a third sheds light on the lemon shark, a vulnerable species currently occupying legally protected waters since its New Caldonean island's classification as a UNESCO World Heritage Site in 2008.

The Explorers works closely with UNESCO, specialized United Nations agency promoting world peace and security

"One of the strongest and most important elements of this campaign is the fact that it is raising awareness of the effect that our consumption habits are having on the earth," Ms. Vocking said. "It is so easy to become disconnected from our impact, so reminding people of the impact that each and every one of us has on this planet is so important."

"For me, this is a very strong and authentic campaign that genuinely is supporting an organization that needs a champion like Kering to give it a voice," she said.

[#KeringForBiodiversity](#)

The Explorers project ladders up to an ambitious set of overarching sustainability goals from the company, grouped under the moniker [#KeringForSustainability](#).

In July 2020, the leading luxury group unveiled a new dedicated biodiversity strategy with a series of targets to achieve a "net positive" impact on biodiversity by 2025. This strategy included the launch of Kering for Nature Fund which supports the fashion industry's transition to regenerative agriculture and takes steps to minimize biodiversity loss ([see story](#)).

That same year, earlier iterations of partnership content from the conglomerate honed in on Honduras, as well as Polynesia ([see story](#)). Kering took to social media to publicize its involvement with the eco-friendly cause.

"Education is intrinsic to The Explorers' content, and we expect that to resonate well with a growing audience of luxury consumers engaged with the topic," Ms. Nelson-Bennett said.

"This initiative combined with Kering's publicly disclosed Biodiversity Strategy combine to form a very strong piece of storytelling."

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