

SUSTAINABILITY

Italian luxury wins big at 2022 CNMI Sustainable Fashion Awards

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Raf Simons and Miuccia Prada attend the 2022 CNMI Sustainable Fashion Awards. Image credit: Getty Images

By LUXURY DAILY NEWS SERVICE

Italian fashion labels Gucci and Giorgio Armani were among a select group of luxury brands with representation across this year's Camera Nazionale della Moda Italiana (CNMI) Sustainable Fashion Awards honorees.

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Held in Milan on Sept. 25, CNMI 2022 recognized luxury fashion players that have shown an enduring commitment to sustainability through vision, innovation, commitment to craftsmanship, inclusivity, circular economy, human rights and environmental justice. The organization's 12 award categories covered human capital, natural capital, the environment and more as it relates to Italy's luxury industry.

"This global event highlights creatives' outstanding contributions and formidable efforts to design a fashion industry that is better for people and the environment," said Dame Ellen MacArthur, founder of the [Ellen MacArthur Foundation](#) and chair of the CNMI jury, in an opening speech.

"It is no easy task, the fashion industry is on a journey and whilst there is a long way to go, the steps that are being taken demonstrate important momentum, and should be celebrated and showcased so that others are inspired to take action."

The commendability of going green

CNMI extends its mainstay Climate Action Award to fashion brands and organizations fighting to address and offset greenhouse emissions and strategizing to create solutions-oriented methods to minimize climate change.

This year's winning entity was Gucci, awarded for its La Soledad project in which the company launched a regenerative agriculture program in Uruguay in collaboration with Chargeurs Luxury Fibers, one of the world's largest wool producers.



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CNMI Sustainable Fashion Awards press conference, hosted during Milan Fashion Week

Academy award-winning actress Cate Blanchett presented the Visionary Award to Giorgio Armani. The honor stood as an acknowledgment of the brand's holistic approach to sustainability over the years, as well as its strong sense of social dedication and ethical responsibility.

Though Sea2See and Panerai were shortlisted for the Oceans Award, Italian fashion house Prada emerged victor. A special nod was given to brand initiatives surrounding plastic pollution in the sea, as the award highlights industry efforts to protect marine ecosystems.

Kering-owned Italian fashion house Bottega Veneta received CNMI's Craft & Italian Artisanhip Award, which recognizes local brands that honor the country's heritage, embracing traditional production processes through dedicated research. Notable luxury competitors shortlisted included Italian fashion house Fendi and Italian footwear label Sergio Rossi, the latter of which was acquired by Chinese luxury conglomerate Fosun Fashion Group, owner of French fashion label Lanvin, in 2021 ([see story](#)).

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