

SUSTAINABILITY

Louis Vuitton enacts intersectional environmentalism with conservation effort

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Louis Vuitton is funding the vital research being done in northeastern Australia, providing resources to an especially rich area in biodiversity. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French luxury fashion house **Louis Vuitton** is partnering with Australian conservation group People for Wildlife, delving into the world of intersectionality.

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The two entities will combine forces for five years, signaling half a decade of diverse environmental work. The new partnership supports the goal of Louis Vuitton's parent company LVMH to rehabilitate over 12 million acres of wild habitats by 2030.

"We have a diversity of habitats that is also housing a diversity of plant and animal species," said Daniel Natusch, founder of **People for Wildlife**, in a statement.

"That's what makes this area so special."

Ask a local

Working alongside locals, Louis Vuitton is supporting the scientific charity work of People for Wildlife on the Cape York Peninsula, Queensland a region in northeastern Australia.

The almost one million-acre area is undergoing a community-focused conservation effort on the part of the partnership. The goal is to not only protect the biodiverse ecosystems that exist there, but to also restore what has been lost using reformed, equitable practices.

People for Wildlife 2023 | LOUIS VUITTON

The company cites the educational appeal of the project, as it will provide further insight into the world of equitable and sustainable materials sourcing. Working with Dr. Natusch, Louis Vuitton is set to not only fund vital research and the preservation of biodiversity, but to attain scientifically backed methods to responsibly source raw materials.

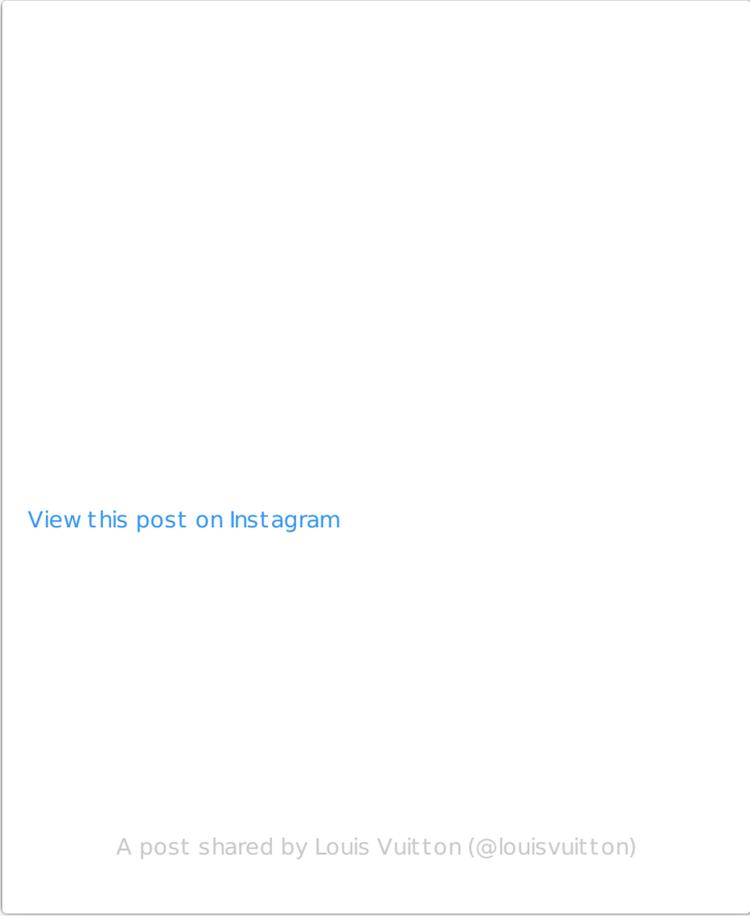
"We need to be using natural resources," Dr. Natusch said.

"The key is to do it in a sustainable way, to ensure that it's responsible and we can continue to that use indefinitely."

The work will also help the company meet its goal of lessening Louis Vuitton's carbon footprint by 55 percent in time for 2030, as outlined by the Science Based Targets Initiative (SBTi).

Louis Vuitton's funding supports some of the most biodiverse lands on the planet. Filled with forests, water-dominated ecosystems and wild coastlines, the research and stewardship being done help monitor biodiversity loss, and will hopefully provide answers for reversing it.

People for Wildlife focuses on many biodiversity conservation projects that further social welfare, as sociologists, ecologists, communications professionals and economists work together in this calling. This partnership with Louis Vuitton is no different.



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A post shared by Louis Vuitton (@louisvuitton)

In the past however, environmental work has not always been done fairly. Tree planting efforts have been done on indigenous land without the consent of the people, National Parks have been created by kicking out those who lived on the land for a millennia, and "Not in my backyard" efforts have saved the environmental integrity of white neighborhoods at the expense of Black neighborhoods, inheriting the rejected hazards (such as factories or oil plants).

After a long history of white-washed and uninclusive conservation efforts, the work being done in Australia seeks to integrate the voices of those who live locally. The community-focused approach to this kind of work is a deeply important part of intersectional environmentalism, as the field considers people to be worth just as much consideration as other animals.

Louis Vuitton and People for Wildlife operate with this mindset, as the charity incorporates Traditional Ecological Knowledge (TEK) into the work being done. This honors the invaluable environmental insights held by indigenous people, as well as offer sustainable means of employment to the population.



Dr. Natusch is spearheading the project, working with Louis Vuitton to explore the region in a responsible way. Image credit: Louis Vuitton

"So there are enormous gaps in our understanding of a place like this," Dr. Natusch said.

"We don't know enough about the plants," he said. "We don't know enough about the animals.

"There is a lot to learn."

Entering intersectionality

From creating sustainable jobs to including TEK in scientific research, Louis Vuitton is now in a powerful position to make waves in intersectional environmentalism.

Other luxury companies are catching on to the importance of the field, as social media and activists on the ground make the perspective more accessible. Prada is among those that have been embracing of the environmentalism branch ([see story](#)).

Prada Group recently teamed up with UNESCO's Sea Beyond' education initiative, to center knowledge in its advocacy. Making land-based education available to local children, the company brought together community and nature.

German luxury goods maker Montblanc is another luxury name looking to education as a means of participating in intersectional environmentalism. The brand is empowering young people by providing writing education, learning opportunities and future-facing instruction ([see story](#)).

As the current culture becomes keener to acknowledging the inequality present amidst the climate crisis, an intersectional approach to environmentalism will become not only more popular, but more necessary. Now that this sect of climate work is becoming more understandable to more people, perhaps communities and scientists can unify in their work toward a livable world.

"We need to understand the baseline," Dr. Natusch said.

"We need to understand what's out there."