

SUSTAINABILITY

Gucci, with backing from Kering, establishes Italy's first luxury circular hub

February 21, 2023



The Circular hub will focus on drawing on and creating recyclable, durable and repairable materials. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Gucci** is helping to kick off a new era of Italy's storied production and manufacturing legacy.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand has announced the launch of "Circular Hub," which serves as the country's first platform dedicated to the creation of circular luxury products. The endeavor, which builds on Kering's "Material Innovation Lab," signals a move toward a more sustainable production model, starting with the conglomerate before eventually branching out to the full fashion industry.

"The fashion industry needs to accelerate and launch serious actions to catalyze deep change, rethinking the way we produce and use resources as well," said Marie-Claire Daveu, chief sustainability and institutional affairs officer of **Kering**, in a statement.

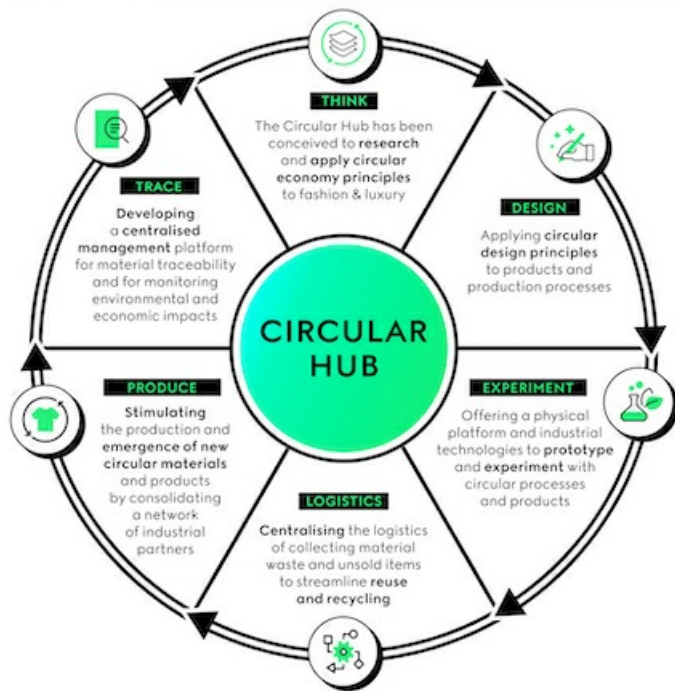
"The creation of our Circular Hub represents a milestone that goes in this direction," Ms. Daveu said. "I am extremely pleased that the hub will see the light in Italy, home of some of the Group's strongest and most renowned production hubs and know-how."

Round and round

Located in Tuscany, the Circular Hub is set to start production within the first half of this year, focusing on creating materials that are durable, repairable and made from recyclable materials.

The hub will make use of Gucci's own production sites, which include 700 direct suppliers as well as 3,500 sub-suppliers. Additionally, expert technicians and researchers from Kering's Milan-based Material Innovation Lab will advise on the apparel, accessories and footwear produced by the hub.

With these provisions in place, the hub aims to reduce Gucci's and Kering's environmental impact by minimizing waste and reducing carbon emissions by an initial projection of 60 percent.



The hub's functionalities are visually depicted. Image credit: Kering/Gucci

The Circular Hub will collaborate with Italy's Sant'Anna School of Advanced Studies, for support with research, finding solutions and forming logistics models.

Operating in full alliance with Italy's National Recovery and Resilience Plan, Circular Hub also hopes to foster Italy's economic growth and provide a number of new jobs for local workers. Peer brands within the holding group's portfolio will make use of the hub at first – Kering has expressed plans to open up resources for use by the overall sector, in time.

The effort further contributes to the European Union's plan to drastically reduce emissions by the year 2030.

Kering has lately been in the habit of offering solutions where needed, as earlier this month, the luxury conglomerate made a donation on behalf of its houses to the International Committee of the Red Cross to support those affected by the Turkey and Syria earthquake ([see story](#)).