

SUSTAINABILITY

Gucci connects gender equity, sustainability via podcast episode

March 22, 2023



Engaging in conversations of circularity and female liberation, the brand is grounding its sustainability work in feminism. Image credit: Gucci

By EMILY IRIS DEGN

Italian fashion house Gucci is looking to better both human rights and environmental well-being through **Gucci Equilibrium** the brand's corporate responsibility arm.

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The brand is presenting the house's vision of a more modern society, pointing to the ways in which it can contribute to making that vision a reality from a luxury standpoint. In the process, Gucci also sat down with Gambian women's activist Jaha Dukureh and American journalist Sophia Li to explore how women's rights fit into that.

Women's world

While Gucci is standing alongside fellow luxury brands in supporting social causes supported by consumers, the company is working to stand out.

Through the Equilibrium platform, Gucci is able to set itself apart, and push even harder for equity and environmentalism, while most brands are sticking to social media messaging and seasonal pushes. Tapping activists and showcasing the depth at which the brand is committed to a modern future for its consumers signals a heightened level of dedication.

In celebration of **#WomensHistoryMonth**, we invited **@JahaENDFGM**, a Gambian women's rights activist & UN Women Goodwill Ambassador for Africa, to the **#GucciPodcast** in conversation with award-winning journalist & environmental advocate **@sophfei**.

Listen here: <https://t.co/MY5xsNgS56> pic.twitter.com/WlsnYcMpvv

Gucci Equilibrium (@ggequilibrium) **March 20, 2023**

Joining other luxury brands in celebrating International Women's Month, Gucci's feature of Ms. Dukureh and Ms. Li on the Gucci Podcast further explored gendered-based violence and female genital mutilation, which are topics that

the brand has addressed before ([see story](#)).

Ms. Dukureh is a United Women Goodwill Ambassador for Africa, works with multiple charities aimed at ending violence against women and has been nominated for a Nobel Peace Prize. The episode, titled *Don't Dim Your Light: Women's History Month with activists Sophia Li and Jaha Dukureh*, is led by Ms. Li, as she asks Ms. Dukureh about her experience as a survivor of female genital mutilation and child marriage.

In the podcast, the women discuss what true female liberation looks like, and come to the agreement that it revolves around the idea of choice; agency.

Gucci has long been a proponent of choice, standing by women in the United States as their right to reproductive freedom has been continually threatened in recent years.

The brand not only released items that supported abortion rights and gave statements confirming their support of it alongside other luxury brands, but decided to go a step further and provide financial aid to employees who would have to travel out-of-state in order to receive care in the face of the unconstitutional bans ([see story](#)).

Since 2020, the brand has been bolstering its many gender equality efforts with environmental initiatives, launching a more in-depth and transparent version of Gucci Equilibrium that summer ([see story](#)). Gucci has since released a slew of programs and advancements in terms of sustainability something that was highlighted this week with the release of the podcast episode.

Gucci's vision of a modern, responsible and circular luxury is elevated throughout the design process. The House has been transforming its supply chain, from how and where raw materials are sourced for its collections, to the efficient and innovative processes used to make them. pic.twitter.com/mf0MYycPYZ

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As waste becomes even more of a global crisis, Gucci has especially been homing in on circular models, looking to the method in order to boost the company's sustainability and achieve targeted green goals.

The brand has partnered with Vestiare Collective to provide preloved options for consumers, pushed product care and repair programs, embraced vintage, began using discarded pieces to create new ones, prioritized regenerative agricultural sources, increased recycled materials and among other things, has recently released the Circular Hub Italy's first platform dedicated entirely to circular luxury designs ([see story](#)).



Using repurposed materials, Gucci is showing luxury brands how sustainability can be incorporated into the design process without losing a profit. Image credit: Gucci

With support from the brand's parent company Kering, Gucci is already making strong headway with a [ten-year sustainability strategy](#), as outlined on the Gucci Equilibrium microsite.

The strategy is intensive, focusing on all three Scopes and the Greenhouse Gas Protocol accounting program. The plans include responsible sourcing, conservation efforts, minimizing the company footprint, increasing traceability and concrete quantitative figures, such as the goal to reduce emissions by 50 percent compared to 2015 by the year 2025.

Luxury Leaders

In 2020, the company reported that over 57 percent of those in management roles are women, showing Gucci's feminist pushes are making a global impact ([see story](#)).

As [studies](#) have shown that when women are in charge, organizations are more environmentally friendly, Gucci's environmental success can largely be credited to having so many female leaders at the top. This also makes the gender rights discussion in the podcast episode all the more important, as protecting women is not only a matter of social responsibility but environmentalism as well.



When women are in charge, their organization and country is more likely to be sustainable – something Gucci is embracing with its majority female leaders. Image credit: Gucci

It is also reported that [climate change disproportionately hurts women](#), with gender-based violence increasing with each climate-related event, and as of 2021, these events are preventing more than four million girls from finishing their education in developing countries, showing just how vital Gucci's environmental work is tied to its gender equity work, making it especially relevant to women like Ms. Dukureh.

Gucci's choice to present its sustainability work alongside gender equity discussions demonstrates a deepened understanding of the issues at hand to consumers, tying together feminism and environmentalism activism. This infuses the brand's green work with an especially large dose of relevance during a month when most luxury brands are focusing solely on women in a traditional sense.

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