

JEWELRY

Chopard makes sustainable advances as first luxury maison to launch recycled steel watches

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Chopard is taking major steps towards achieving net-zero emissions with the companywide integration of recycled steel material, dubbed Lucent Steel. Image credit: Chopard

By LUXURY DAILY NEWS SERVICE

Swiss jeweler **Chopard** is setting a new industry standard, having just announced the companywide adoption of Lucent Steel.

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As presented at Geneva's Watches and Wonders 2023 event, moving forward, all steel watches from the brand will feature material produced with a recycling rate of no less than 80 percent. This move makes Chopard the first luxury maison to use recycled steel.

"Sustainability is becoming a top priority for all luxury brands and luxury watchmaking is finally starting to follow suit," said Donnie Pacheco, CEO of **Donnie P. Consulting**, Seattle.

"Sustainability initiatives are obviously important from an environmental standpoint, but innovative ideas like Lucent Steel show that more is not only possible but is becoming a requirement," Mr. Pacheco said. "By being one of the first to launch tangible steps not greenwashing announcements that many don't actually follow like carbon offsets they draw attention to luxury watchmaking.

"This puts the pressure on other brands to not only match them but to innovate as well."

Mr. Pacheco is not associated with Chopard, but agreed to comment as an industry expert.

"Steel" the show

According to the World Economic Forum, the circular production of steel relies on electricity primarily, emitting significantly less into the atmosphere, further illuminating the impact of Chopard's rollout.

The brand's public declaration stems from an earlier eco-friendly invention. A predecessor of the company's current iteration debuted in 2019. Dubbed the "Chopard Lucent Steel A223," the model infused a material made of 70 percent recycled steel.

The company shares that its new Lucent Steel is 50 percent harder than previous versions. Antiallergenic, the material will be used in the making of the Mille Miglia, Happy Sport, L.U.C and Alpine Eagle watch collections, the latter being fittingly conservation-focused ([see story](#)).

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Chopard will also incorporate the novel material into its bracelets and cases.

By the end of 2023, the material will be made at an even higher recycled rate, rising from 70 percent to 80 percent recycled steel composition. Aiming to achieve at least 90 percent recycled steel by 2025, with only 10 percent newly-mined steel, Chopard's carbon footprint is set to shrink in the transition.

According to the International Stainless Steel Forum, switching from using 50 percent to 80 percent recycled steel will decrease the company's production emissions by 30 percent. When Chopard shifts to 90 percent steel between now and 2025, emissions will be slashed by 40 percent.

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The brand has fortified this commitment to sustainability by becoming the first luxury brand to join SteelZero, an emissions reduction initiative from the [Climate Group](#).

To push the steel-using markets to transition to net zero, every company that joins has to commit to buying and using 50 percent low-emission steel by 2030, aiming to reach 100 percent net zero steel by 2050, according to the organization.

The effort falls under Chopard's [Journey to Sustainable Luxury](#), the brand's fusion of luxury craftsmanship and a love for the environment that encompasses its wildlife programs and campaigns for circularity.

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