

APPAREL AND ACCESSORIES

Armani Group ups efforts along value chain with agroforestry investment

June 5, 2023



Announced on World Environment Day, the operation will seek to meet the needs of the luxury goods customer base to be environmentally friendly. Image credit: Armani

By LUXURY DAILY NEWS SERVICE

Italian fashion house Giorgio Armani is taking another step forward in the fight for sustainable practices.

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In collaboration with several agricultural and environmental agencies, the fashion label will create a pilot program for a regenerative growth site in Italy. Announced on World Environment Day, Giorgio Armani's operation will seek to meet the increased demand for green products on the part of luxury consumers.

"The textile industry is one of the sectors with the greatest impact on the planet and that is an issue that cannot be neglected," said Giorgio Armani, fashion designer and founder of the **Armani** Group, in a statement.

"Our commitment with Sustainable Markets Initiative is to drive positive change: it is a bold and innovative project and one that is particularly meaningful for me and my company," Mr. Armani said. "Actively participating in the development of agroforestry regenerative cotton, especially on Italian soil, is an important step and will also have a real impact on local communities.

"Once a utopia, regenerative fashion finally begins to assume a tangible form."

Cotton weary

The agroforestry system, which combines trees, livestock and crops, will be utilized in the luxury label's sustainable cotton production, housed in the Apulia region of Italy.

Located within the boot of the Italian peninsula, the area has been a hotspot for cotton yield for centuries and will now house one of the first field experiments in the world of cotton agroforestry in Europe. The initial batch of cotton was planted in May 2022 on one hectare, or 2.5 acres, of land the fashion label expects the yield the gradually increase to an area of five hectares by the end of 2024.

The Armani Group announces the Apulia Regenerative Cotton Project, a new project in collaboration with the Sustainable Markets Initiative's Fashion Task Force and the Circular

Bioeconomy Alliance([@circbioalliance](#)), both founded by His Majesty King Charles III.

Coordinated by the [pic.twitter.com/pPFpp8J8j3](#)

Armani (@armani) [June 5, 2023](#)

The initiative, officially titled "The Apulia Regenerative Cotton Project," is part of the company's greater sustainability efforts, such as the Regenerative Fashion Manifesto, designed by the Sustainable Markets Initiative's Fashion Task Force and Circular Bioeconomy Alliance.

The task force is led by entrepreneur Federico Marchetti, and the alliance is scientist-led, namely by Marc Palah. Working together, the two organizations fuse the ecological and economic need to shift to more environmentally-stable models of business.

Consumers around the world are showing support for brands embarking on green journeys such as these. A recent report found that consumers in APAC were more likely to purchase from luxury labels viewed as more sustainable as well as those that were local small businesses ([see story](#)).

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