

APPAREL AND ACCESSORIES

Capri Holdings, conservation nonprofit stamp fashion first with three-year commitment

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The effort is a part of the brand's corporate social responsibility (CSR) commitment, which seeks to find more sustainable supply chain solutions. Image credit: National Fish and Wildlife Foundation

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Capri Holdings is forging a long-term partnership to help revitalize the American frontier.

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Working together with the National Fish and Wildlife Foundation (NFWF), America's largest conservation grant-maker, the collaboration will hasten the adoption of regeneration and conservation in agricultural practices among luxury labels. Seeking to establish sustainable supply chain solutions, the three-year effort acts as one of the company's most conscious corporate social responsibility (CSR) commitments to date.

"Last year, we developed a comprehensive strategy to ensure that we go further, faster in lowering the impact of the leather used to craft our luxury accessories and footwear," said John D. Idol, chairman and CEO of **Capri Holdings**, in a statement.

"Our partnership with NFWF represents an extraordinary opportunity to tackle climate change and improve grasslands through a first-of-its-kind partnership between fashion and the nation's largest private conservation fund."

Home on the range

The massive endeavor hopes to improve 150,000 acres of grassland across different regions of the United States.

Impacting critical ranching lands in the Northern Great Plains, Southern Great Plains and Rocky Mountain Rangelands, the initiative aims to improve resiliency while isolating the effects of greenhouse gasses emitted throughout the regions.

Both Capri Holdings and NFWF expect the project to generate at least \$3 million in environmental effect, including an immediate investment of \$1.5 million from the conglomerate, additionally matched by the foundation.



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A post shared by National Fish and Wildlife Foundation (@nfwf)

"We are proud to partner with NFWF to accelerate regenerative agriculture practices, improve biodiversity and drive positive environmental and social impacts in the leather supply chain," said Mr. Idol.

The owner of Versace, Jimmy Choo and Michael Kors has continually pushed to become more environmentally sustainable ([see story](#)).

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