

APPAREL AND ACCESSORIES

Gucci Equilibrium shares status update

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Announced in its 2022 Gucci Equilibrium Impact Report, the maison has been certified to have reached gender parity in Italy, becoming the first major luxury label to do so. Image courtesy of Gucci

By ZACH JAMES

Italian fashion house Gucci has reached an equality mark no other luxury label in the country has.

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Announced in its 2022 Gucci Equilibrium Impact Report, the maison has been certified to have reached gender parity in Italy, in accordance with the government's National Recovery and Resilience Plan. The accomplishment shows that across six categories, including culture and strategy, governance, human resources processes, opportunities for women's growth and inclusion, gender pay equity and support for parenting and work-life balance, the brand was found to meet the inspection criteria.

"This achievement, reached ahead of European trends and as the first in the luxury industry in Italy, strongly reaffirms our commitment to a culture that values equity, inclusivity, and respect," said Marco Bizzarri, president and CEO of Gucci, in a statement.

"Through concrete actions such as adopting innovative technologies to reduce bias in the selection process, closing the gender pay gap, implementing parental leave policies, fostering greater female representation in leadership roles, and public awareness campaigns such as Gucci Chime our global campaign for gender equality we support change and promote cultural transformation in the luxury and fashion industry worldwide, and we will continue to do so."

Ongoing support

Obtaining the certification isn't easy, as the independent inspecting bodies look at the aforementioned six criteria and score businesses based on performance in those specific areas, with a possible score of 100 percent.

In order to be awarded, companies must reach an overall minimum total of 60 percent across the categories. Once obtained, the certificate can be revoked during annual inspections; the process must be completed every three years to maintain the distinction.

"Gucci's journey toward gender equality is an ongoing commitment rooted in respect," said Mr. Bizzarri, in a statement.

Announced with brand partners, artisans and NGO representatives, the Impact Report is available now

Gucci's 2022 Equilibrium Impact Report, released by Gucci Equilibrium its corporate responsibility arm details what steps it has taken to achieve the milestone.

Getting to the root of its gender pay gap, the fashion label carried out an internal analysis in 2021. By 2022, the corrections were in place, equaling the pay of its male and female workers.

The maison boasts that, of those in managerial positions, 57 percent are women, a number that has held strong since 2020 ([see story](#)). Of its total employees, 63.1 percent are women, as well.

Its work supporting women within the workplace didn't stop there, with maternity and paternity guaranteed to a minimum of 14 weeks, as of 2020. Through its Equilibrium arm, Gucci has also provided training to more than 200 of its brand ambassadors to spread awareness of the widespread domestic violence problem, which, according to the [National Coalition Against Domestic Violence](#), affects more than 10 million people each year in the United States alone.

In solidifying its culture and strategy to obtain the certificate, the brand denotes its renewed investment in the long-running Chime initiative ([see story](#)), which seeks to protect human and women's rights across the globe. With the help of well-known names across movies, television, music, fashion, government, activism, and more, the push has \$21.5 million over its 10-year existence.

The fashion house also credits its strides in getting employees to volunteer through the Gucci Changemakers Volunteering Program, with more than 2,000 of its workers participating for a total of over 7,000 hours. The North American branch of the effort has invested \$4.7 million in local communities and scholarships to diverse students.

Bolstering its endeavors, the maison has also improved relations with its suppliers and artisans, launching supplementary programs that invested back into its infrastructure but also further trained those working for the company, with a particular focus on women. More than 36 percent of its provisioners have taken part in the initiatives.

Environmental focus

The second half of the report details Gucci's strides in its environmental efforts in 2022.

Featuring a focus on circularity and upcycling, the maison is looking to minimize its textile and manufacturing waste, starting from the bottom up. Through a partnership with the Ellen McArthur Foundation, which focuses on building a circular economy, the luxury label began its mission in July 2022 but has yet to share numbers regarding the base material end of production, such as water consumption.

On the back end, Gucci upcycled nearly 650 tons of textile and leather alongside an additional 67 tons of metal; all materials that would have been put to waste before. It also donated over 157,000 feet of textiles to social coops and NGOs.

Sustainable sourcing emerged as a growing area of attention, with all of its precious metals and paper used being safely sourced. In 2022, its worldwide retail operations reach the high mark of being 100 percent powered through renewable energy.