

SUSTAINABILITY

Gucci crowned for circularity at CNMI Sustainable Fashion Awards 2023

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Italian entrepreneur Chiara Ferragni attends the 2023 CNMI Sustainable Fashion Awards. Image credit: Milan Fashion Week

By LUXURY DAILY NEWS SERVICE

In the aftermath of a product-centric fashion week push, Italian fashion house Gucci is celebrating a win for the planet.

The luxury leader took home the Ellen MacArthur Foundation Award for Circular Economy at this year's Camera Nazionale della Moda Italiana (CNMI) Sustainable Fashion Awards, hosted by the National Chamber of Italian Fashion on Sept. 24 in Milan. Alongside honorees including French fashion house Chlo and Italian fashion label Valentino, Gucci ranks highly upon a list of fashion companies drawing acclaim for efforts that embrace circular economy principles and take steps to tackle climate change, biodiversity loss, waste and pollution.

"In the world of fashion, our vision of a circular economy is one where products are used more, are made to be made again, and are produced from safe and recycled or renewable inputs," said Andrew Morlet, CEO of the [Ellen MacArthur Foundation](#), in a statement.

"We're delighted to see top players in the global fashion industry winner Gucci and finalists Chlo and ACS Clothing embrace these circular economy principles in their products and through redesigning entire business models," Mr. Morlet said. "Transforming the fashion system won't happen overnight.

"But collaboration across the industry from the design of future products to the processes, services, supply chains and business models that will deliver them and keep them in use, gives us hope that a circular economy for fashion can become the norm."

CNMI Sustainable Fashion Awards 2023

The brand's upcoming project, a consciously developed denim line, is specifically referenced in relation to the accolade.

In February 2023, Gucci established the Circular Hub, committing to the circular transformation of luxury fashion. The division's first delivery, the "Denim project," will arrive in 2024.

The company has partnered with a number of Italian suppliers on the initiative, sourcing post-consumer recycled (PCR) fibers that are collected and re-spun in Italy for the upcoming collection. Once live, Gucci's apparel will also

feature a digital product passport tracing the journey from raw materials to manufacturing and production, as well as providing information about product care and repair services.

"We are proud to receive the Ellen MacArthur Foundation Award for Circular Economy in recognition of Gucci's efforts to embed circularity across our business model at this year's CNMI Sustainable Fashion Awards," said Jean-Francois Palus, CEO of Gucci, in a statement.

Meet the finalists of the Ellen MacArthur Foundation Award for Circular Economy at [#CNMISustainableFashionAwards](#) 2023 This award celebrates the work of organisations that are putting [#circulareconomy](#) principles and systems thinking at the core of their business.

Ellen MacArthur Foundation (@circulareconomy) [September 25, 2023](#)

"Building scalable collaborations is a vital part of Gucci's strategy and the Denim project' is an example of combining the many strengths of the House's supply chain partners and leveraging innovative tech to enhance circular economy principles."

Circular Economy Award finalist Chlo was lauded for the launch of a [Circular Denim line](#) released in January, procured as a result of the brand's participation in "[Jeans Redesign](#)," a challenge spearheaded by the accrediting party. Separately, the house was given the Human Capital & Social Impact Award.

The Ellen MacArthur Foundation Award for Circular Economy was introduced in 2022 ([see story](#)).



Representatives from the Italian Fashion Council share details regarding the upcoming event edition at a press conference in Milan on June 19, 2023. Image credit: The Italian Fashion Council

Meanwhile, Valentino's executives accepted CNMI's Education of Excellence Award for equipping and empowering fashion workers with technical know-how.

The work of talented individuals including Edward Enninful and Versace creative director Donatella Versace was pulled into the spotlight during this month's program. The outgoing British Vogue editor-in-chief ([see story](#)) received the Visionary Award, while officials saved the Humanitarian Award for Equity and Inclusivity for the Italian entrepreneur.

Dedicated to the promotion of the Italian fashion industry and the training of young Italian designers, the nonprofit organization maintains a relationship with the Ellen MacArthur Foundation, an international charity accelerating the transition to a circular economy. The ongoing partnership seeks to cement circular design at the top of the Italian fashion industry's creative agenda.

A full list of winners can be found at www.ellenmacarthurfoundation.org.