

SUSTAINABILITY

Dior backs biodiversity efforts with WWF partnership

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After achieving an organic revenue growth of 14 percent in the first nine months of 2023, the brand is putting those resources toward conservation. Image credit: Dior

By EMILY IRIS DEGN

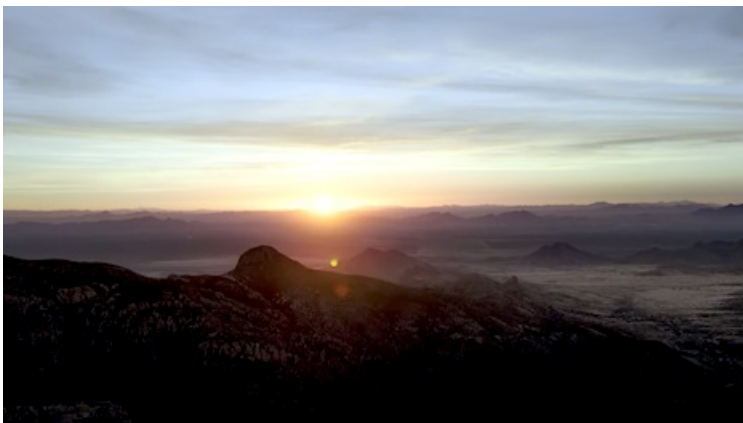
French fashion house Dior's beauty arm is supporting the work of environmental nonprofit (World Wildlife Fund) WWF.

The luxury brand is backing the biodiversity efforts taking place in North America and Europe which aim to protect lynxes and jaguars both keystone species in two of Dior's major markets. Through the restoration of natural corridors, the company is not only making an appeal to its sustainability-minded consumers but aligning with the fragrance signature of Sauvage, one of its biggest lines.

Green messaging

After achieving an organic revenue growth of 14 percent in the first nine months of 2023, Dior is putting those resources toward the conservation of nature.

The house is joining forces with WWF, which is working to save the habitats of the lynx and the jaguar in the two aforementioned continents. Europe specifically achieved double-digit organic growth so far this year, making it not only its home market but a particularly important region for Dior to pour attention into.



It turns out that supporting conservation pays, as luxury customers are increasingly showing support for sustainability. Image credit: Dior

Customers in this area of the world, and especially France, are largely aware of the plight of the lynx.

As a keystone species, the animal keeps the ecosystems balanced that the local tourism industry, farmers and citizens rely on. Take these creatures away, and the food chain and habitat fall into disarray.

To outline this for the public, Dior published an interview with Yann Laurans, head of the land biodiversity program at WWF France.

“Preserving the great wild spaces in which nature is relatively untouched is essential for biodiversity,” said Mr. Laurans, in a statement.

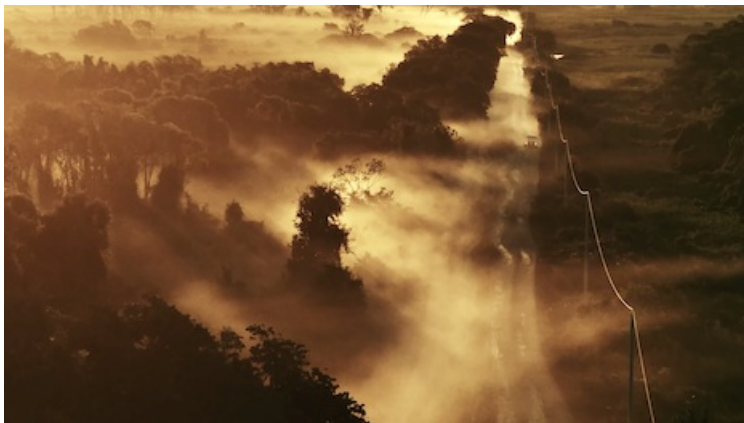
Dior’s interview Yann Laurans from WWF France

Dior is taking on this responsibility with WWF France, supporting one of its programs that conserves forest habitats in Jura, Vosges and Vercors in the country, where the animal lives.

It will also fund research in these wooded places on the Eurasian Lynx population.

Many other brands are getting the hint that when biodiversity thrives, so do their products. As a result, numerous luxury names are taking on preservation-focused messaging in their advertising, design and tangible efforts ([see story](#)).

It does not hurt that in the last decade, customer endorsements of sustainability have spiked by 84 percent, according to a recent study by global brand equity Kantar ([see story](#)). If a company wants to achieve good standing with consumers, it should keep in mind that environmentalism contributes 45 percent to a brand’s positive perception.



Dior is backing conservation work in two major markets. Image credit: Dior

WWF is highly recognizable, and as an international organization, it is not limited to just one market of Dior’s paying customers. Regardless of where they live, chances are that they have at least heard of the organization.

So while Dior has embarked on environmental causes before, and teamed up with other activists and entities specializing in sustainability ([see story](#)), the reach with this current project is arguably much greater.

Not only is Dior working with the climate champion in Europe, but in North America too, only adding to this exposure.

Supplementing the activism with an immersive element, the brand published a mini-documentary on what these funds are powering in the region, further leaning into the preferences of shoppers, who increasingly want sensorial advertising and signaling that the brand they are buying from shares their values.

Dior presents Jaguar Rising’

American wildlife biologist Wes Larson leads the film, tracking the elusive jaguar with WWF Mexico.

Due to habitat fragmentation from urbanization and industry, the animal is facing many threats. To address these, Dior is supporting the creation of new corridors and the maintenance of standing ones.

It is the hope of all parties involved that this will allow the jaguar to roam freely and unharmed, leading to the return of balanced ecosystems in the area.

“This is an animal that we can’t afford to lose,” said Mr. Larson, in a statement.



Mr. Larson is shown tracking jaguars in the WWF effort. Image credit: Dior

"We do need to make sure that they're able to coexist with humans," he said. "Because if we don't, we lose our connection to the wilderness.

"We lose our connection to something that is very ancient inside of us."

In total, 15,000 hectares of wilderness, or 37,000 acres, will be regenerated spread across Mexico and the United States. According to Dior, this specifically "echoes Sauvage's fragrance signature, as an ode to nature."

In the moment

Dior has frequently supported the sentiments of its contemporary consumers.

From deconstructing traditional notions of masculinity ([see story](#)) to embracing gender neutrality ([see story](#)), the heritage brand seems to be an ally of modernity.



Biodiversity is essential to luxury, a sector reliant on raw materials. Image credit: Dior

Sustainability has also been a topic that it has broached ([see story](#)), making this latest announcement appear quite apt.

This partnership with WWF stands out, however. This is not only due to the giant organization's involvement but also because of the concrete conservation strides being supported, including in Mexico, a place it has honored recently through fashion ([see story](#)).