

SUSTAINABILITY

Chanel initiates traceability consortium

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With the Fédération des Entreprises de la Beauté as its official sponsor, TRASCE is mapping the supply chains of all founding members. Image credit: Cosfibel Group

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is looking to boost sustainability in beauty.

The label has initiated the Traceability Alliance for Sustainable Cosmetics (TRASCE), which comprises 14 other companies, including luxury giants such as Dior, Shiseido, Estée Lauder, L'Occitane en Provence and the L'Oréal Groupe. The consortium aims to enhance visibility across the industry's ingredient usage and supply chains, documenting data on this area of business on the digital platform, Transparency-One.

"The essential and demanding work of mapping our supply chains carried out in recent years has allowed us to understand the main limits of the exercise," said Julien Garry, international director of purchasing and packaging innovation development at Chanel Parfums Beauté, in a statement.

"It is sometimes quite difficult for a single client to convince distant tier suppliers to commit to this process, when we do not exchange directly with them or when they do not meet the same regulatory requirements," Mr. Garry said. "Based on this observation, we proposed that the actors of the sector join

forces to trace our supply chains as far and as quickly as possible."

Creating cleaner cosmetics

The organization is looking to track the origins of the ingredients in its cosmetics formulas and packaging.

The 15 participants in the consortium include the six luxury companies above, as well as international beauty brands Alba, Clarins, Cosfibel powered by GPA Global, Merck, Neyret, Nuxe, Pochet Group, Sensient and Sisley.

Together, the group is working to improve sustainability at scale. With the FEBEA (Fédération des Entreprises de la Beauté) as its official sponsor, TRASCE is mapping the supply chains of all founding members.

Transparency-One, an @ISNetwork company, is proud to be part of the TRASCE consortium, a group of 15 cosmetics companies working together to improve traceability in the industry. <https://t.co/1Qckfg4TVr#TRASCE #TransparencyOne> pic.twitter.com/EOo8yYbLRI

"TRASCE will allow us collectively to gain a better understanding of our supply chains and thus improve both their environmental impact and working conditions, while making our suppliers genuine partners," said Vronique Courtois, CEO of Parfums Christian Dior, in a statement.

"This platform will, I am convinced, be an essential tool in our responsible purchasing policies. We invite all players in the sector, brands and suppliers, to join TRASCE."

Collecting data across the complete value chain, the intelligence will be put on Transparency-One. The platform guarantees ownership, security and confidentiality to suppliers that add to the site.

Long-term, the consortium will develop a risk analysis approach for the group to address social and environmental challenges, interpret the information gathered and decide how to move toward a greener business model.

"Beyond data collection, the strength of the TRASCE consortium lies in the vision we all share of the need to make supply chains more sustainable and resilient," said Katia Michieletto, sustainability director at L'Occitane en Provence, in a statement.

"This philosophy is the basis for a successful collaboration with our suppliers and needs to be embedded into dialogues with upstream supply chain partners."

As regulations tighten in favor of the planet around the world ([see story](#)), collections of relevant data and platforms could prove key for many businesses in making the green transition.