

FRAGRANCE AND PERSONAL CARE

# L'Oral Group looks to lower environmental impact of retail experience with EcoDesignCloud

May 17, 2024



L'Oral Group's Luxe brands will be the first to use the solution, with other divisions set to follow in the coming months. Image credit: L'Oral

By LUXURY DAILY NEWS SERVICE

Beauty group L'Oral is turning to the world of technology to further its sustainability goals.

The company's Luxe division is adopting data solution company Eviden's EcoDesignCloud, which measures the environmental footprint of in-store displays, gifts-with-purchase and more, making way for more sustainable approaches. L'Oral Group becomes the first beauty player to use the feature, announcing the update on May 13.

"As the leader in luxury beauty, re-inventing the most memorable retail experiences with the lowest environmental impact is our responsibility and we must embrace this change collectively with our suppliers and retailers worldwide," said Cyril Chapuy, president of L'Oral Luxe, in a statement.

"We envision this innovation will be widely adopted by the ecosystem as the new norm for the future of luxury retail."

## Greening the team

EcoDesignCloud will most immediately benefit brands such as France's YSL Beauty and Italy's Prada Beauty, two of L'Oral Group's 24 total Luxe brands.

The tool will calculate the impact of each label's promotional and point-of-sale materials activity according to the Product Environmental Footprint.

The methodology, which is internationally recognized, considers 16 criteria, such as carbon dioxide emissions. Detailed scores are assigned to each assessed retail element.

Simulations are also being provided for L'Oral and suppliers to make adjustments as needed. Other divisions are poised to work with EcoDesignCloud in the months ahead.

Discover the power of sustainable design with EcoDesignCloud, the latest offering from Eviden.

Let's design a greener, more eco-friendly future together!

Read more here <https://t.co/l2YRwXSEQB#sustainability#ecodesign#cloudsolutionspic.twitter.com/KGWLwelxkl>

Eviden (@Evidenlive) May 14, 2024

By utilizing the technology, the company continues on its L'Oral for the Future path, a set of goals that further its eco-friendly practices.

The conglomerate keeps marching to this drum across the board, mergers and acquisitions included.

In December 2023, as Scandinavian green wellness philosophies abound, it announced the acquisition of Danish research firm Lactobio ([see story](#)).

"Assessing the environmental performance of our suppliers will enable us to support our partners as well as lead the retail industry towards a more sustainable economy," said Antoine Vanlaeys, chief operations officer at L'Oral Group, in a statement.

"This level of transparency and cooperation can also open up new avenues for innovation by exploring how different configurations, designs, materials and processes can completely re-invent sustainable beauty experiences in-store," Mr. Vanlaeys said. "With our sourcing team, we are proud to onboard our ecosystem of suppliers and accelerate our transformation journey with a new, sustainable retail experience."

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.