

EVENTS/CAUSES

# Kering awards sustainable innovations in Tokyo

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*The trophies were crafted by research firm Yi Design, being forged from recycled ceramic fragments. Image credit: Kering*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering is extending its support to start-ups.

On March 13, the corporation presented the first Kering Generation Award x Japan to three companies at a ceremony in Tokyo. Launched in China in 2018, recipients are recognized for making a positive environmental and social impact through sustainable fashion and beauty innovations.

"It was a natural choice to host this award in Japan, a country that is a crucial hub for our business and has a deep understanding of innovation and craftsmanship," said Franois-Henri Pinault, chairman and CEO of **Kering**, in a statement.

"We strongly believe that innovation is essential as luxury transitions to a more sustainable model, and through the Kering Generation Award, we aim to promote ideas and solutions that contribute to a new paradigm in the fashion industry."

## Next generation

The three champions were selected from a group of 120 applicants and, later, 11 finalists, chosen by a panel of experts from the fashion, beauty and sustainability spaces.

Following the themes of "Alternative Raw Materials & Manufacturing Processes" and "Retail & Consumer Engagement," research start-ups Amphico, Fermenstation Co., Ltd. and Algal Bio Co., Ltd. took home the top prizes.

The awarded groups will receive training and networking opportunities at Kering's headquarters, as well as a presentation at the Change NOW summit in Paris next month; the top winner also took home an endowment of 10 million yen, or roughly \$70,000.



*Fellow start-up Micro Bio Factory received a special award for its raw material decarbonization project, receiving mentorship at the conglomerate's European offices. Image credit: Kering*

"I am very proud of the first Japanese edition of our Kering Generation Award which aims to identify and celebrate sustainable innovations," said Marie-Claire Daveu, chief sustainability and institutional affairs officer at Kering, in a statement.

"I believe that the coexistence of new technology and Japanese craftsmanship within the same organization is a very unique aspect," Ms. Daveu said. "Japan has a sophisticated market, and the standard of quality is the highest in the world, which is also a characteristic of Japanese startups."

Earlier this year, the company announced the fourth edition of its Kering Generation Award in China, following the theme of "Pioneering Water Positive Impact in Luxury" ([see story](#)).