Diesel is the latest brand to sign up to The Fashion Pact

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Diesel is boosting its environmentally-friendly credentials by signing up to The Fashion Pact.

The Italian clothing label is now one of 63 fashion heavyweights to sign up to the pact, alongside brands like H&M Group, Prada, Tapestry, Chanel, Ralph Lauren, Adidas and Nike, according to Women's Wear Daily.

"To change the way we do business, collaboration is key," Diesel's founder Renzo Rosso told WWD. "We have
been working with Camera Nazionale della Moda Italiana to progress the sustainability conversation in Italy for a long time, but we recognize our industry's global footprint."

The pact, which is being spearheaded by the luxury conglomerate Kering, aims to reduce the fashion and textile industry's negative impact on the planet. Its key areas of interest are stopping global warming, restoring biodiversity and protecting the oceans, and it has set out plans for members to achieve zero greenhouse gas emissions by the year 2050, as well as targets to restore biodiversity. Created at the request of French President Emmanuel Macron, it was first unveiled last August at the G7 political meeting in Biarritz, France.