Kering accelerates circularity drive

By Dominique Muret - 9 June 2021

Kering has announced a new stage in its sustainable development strategy. In addition to climate change and biodiversity, the French luxury group, owner among others of Gucci, Saint Laurent and Balenciaga, is turning its attention to circularity, having recently published the ‘Coming Full Circle’ report, which focuses on the group’s new plans in this field.

“At Kering we already take our approach to circularity very seriously, along with our responsibility to accelerate change. But we know there is more work to be done. This is the time to consolidate our mission for circularity across all our brands,” said Marie-Claire Daveu, Kering’s chief sustainability officer and head of international institutional affairs.

Kering is keen on “sharing [its brands’] progress [in the field], as well as collaborating on issues that affect the industry as a whole – from microfibre pollution to increasing efficiency and reducing waste at textile mills and suppliers,” added Daveu.

According to the group, committing to circularity is synonymous with “rethinking the way we produce, utilise and extend the active life of natural resources and of our products. Our circularity commitment is perfectly aligned and consistent with our strategies for safeguarding the climate and biodiversity. The three proceed together.”

In the report, Kering indicated that it wants to extend “the longevity of our products by supporting new business models designed to keep clothes in circulation for the longest possible time.” This also means “[designing] our products and materials so that they are durable and can be made again,” and “[expanding] our repair services.”

Kering’s ultimate aim is to overhaul manufacturing methods in order to reduce waste, cut water and energy consumption, and eliminate the environmental pollution caused by microfibre and single-use plastic. In parallel, the group wants to encourage a shift towards regenerative agriculture.

“As a business, we see the circular economy as an opportunity to create an industry fit for purpose for future generations, [an industry] that works with nature rather than against it. We mean business, and we have set a
series of targets to keep us on track,” said Kering in the report.

The group’s objectives include: eliminating production destruction; eliminating single-use plastics by 2025, and reaching zero microfibre leakage by 2030; using 100% renewable energy by 2022; and ensuring that 100% of the raw materials the group uses comply with Kering Standards by 2025.

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