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Two-Page Summary of Luxury Brands and their effect on the Environment

Throughout the years the issue of making sure fashion brands pay attention to the effects their brand has on the environment has been steadily decreasing as brands are becoming more aware of the detrimental effects non-sustainable fabrics can cause. Some of the featured brands are Gucci, Louis Vuitton, Prada, Chanel, and Alexander McQueen. Gucci has come up with an initiative about operating efficiently with respect to the planet. Gucci believes that the commitment to fight against climate change is not only essential for safeguarding the planet but also to ensure competitiveness. They have implemented an eco-friendly program designed to progressively reduce the company's impact on the environment. Some of their environmental plans include energy saving in all Gucci stores, offices, warehouses and supply chains. Distribution and transportation optimization, development of innovative environmentally friendly materials, and many more efforts to remain eco-friendly. Since the first pioneering of the Carbon Footprint which is the amount of carbon dioxide emitted due to the consumption of fossil fuels, Louis Vuitton since 2004 has achieved tangible progress in efficiently managing its CO2 impacts. Its priority areas include energy-use in corporate buildings and stores, the transport of products, the preservation and traceability of resources, suppliers environmental practices, and the reduction of production waste. Although Louis Vuitton has made tremendous efforts to reduce CO2 impacts their animal welfare is extremely poor because of the brands use of fur, leather, wool, exotic animal skin. However there is no evidence of the brand actually minimizing textile waste or reducing potent chemicals. Prada is also aware of its responsibility of supporting

the protection of the environment. Prada feels responsible for engaging in and cultivating pro-environmental behaviors and acts to create good practice within the industry. Some key figures of Prada's progress include 85% of its paper for packaging is recycled, 24% reduction of CO2 emission compared to 2017, and 41% of total energy supply is certified as green energy. The brand Chanel has set an absolute target to reduce greenhouse gas emissions by 50% by 2030 but since has not used any eco-friendly materials and there is no evidence that they have taken any meaningful action to try and reduce hazardous chemicals. However Chanel has stopped using fur, exotic animal skin, and angora in their clothing, but still uses leather and wool. Overall this brand has a lot of work to do in terms of being sustainable. Alexander McQueen is another brand that tries to implement several measures to reduce its climate footprint, such as energy efficiency measures in stores. They have decreased their climate footprint from 159,182 tons of CO2 in 2015 to 142,997 tons in 2016. The brand has also pledged to ensure the elimination of all hazardous chemicals from the production by the year 2020.

In final analysis, all of these luxury designer brands have made some tremendous strides in attempting to protect the environment and reduce their negative effects. However these attempts are not good enough to fully have any positive impacts in the long term. Overall the fashion industry is the second largest polluter in the world. Although these high fashion brands are contributing to the world's pollution they are doing so at a much smaller scale than fast fashion brands, they do this by implementing better quality in their clothes with non cheap fibers that don't release gasses like N2O which is much more damaging than CO2., and eliminating the use of harmful chemicals. Also these designer brands are starting to use renewable energy at most of their manufacturers which in turn will limit the production of greenhouse gasses.