“Luxury and sustainability are one and the same.”

François-Henri Pinault
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At Kering, we see sustainability as a high priority, at the very heart of our strategy. Our future demands it. Climate change will continue to diminish the world's natural resources and we need to reverse this trajectory. In our industry, we are at a crossroads and all our decisions will have far-reaching consequences. I personally believe that we have to be part of the solution and overcome the many challenges we face.

As the trendsetter in fashion, Luxury has the greatest opportunity to influence this critical transformation. Kering is crafting tomorrow's Luxury in a way that fosters creativity, quality, authenticity, innovation and sustainability. We believe these characteristics are all inextricably linked, and together they guide us in our decisions and actions.

We are 100% committed to embedding sustainability throughout our entire business – from the raw materials we source to the manufacturing of our products. This commitment also continues all the way to the floors of our Maison's boutiques. To help guide us on this journey and to set the standards for sustainable Luxury, we launched our 2025 Sustainability Strategy a year ago. We have since laid the foundations that will enable us to move forward and achieve our goals.

We are focusing on greater efficiency in the supply chain and working with our suppliers to implement our Kering Standards for manufacturing processes and raw materials, which we published in January. We are also innovating where we need to, exploring new possibilities with cutting-edge startups, and collaborating with our peers in the industry in order to exert greater collective influence.

As we strive to achieve these objectives, our people represent our greatest resource. We advocate the principles of social welfare and equality, both inside and outside the Group.

We will continue to reinvent our business and provide a sustainable pathway for Luxury. We will do this for the benefit of our planet, our people, our customers and the continued success of our business into the future.

François-Henri Pinault
Chairman & CEO
A LONG-STANDING COMMITMENT

1996
Implementation of the Group’s first Code of Ethics

2003
Establishment of the Kering sustainability department

2007
Appointment of a Chief Sustainability Officer to the Group’s Executive Committee, with a direct report to the Chairman & CEO

2008
Commitment to the United Nations Global Compact, and its 10 principles

2009
Launch of the Kering Foundation, to combat violence against women

2010
Addition of a 10% sustainability-based variable to the calculation of executives’ annual bonuses

2011
Pilot of the Environmental Profit & Loss (EP&L) account, a pioneering tool developed by Kering

2012
Commitment to a series of ambitious Sustainability Targets to achieve by 2016

2013
Creation of the Materials Innovation Lab (MIL) in Italy

2014
Launch of the Python Conservation Partnership, in conjunction with the International Union for Conservation of Nature and the International Trade Centre, so as to improve industry best practices

2015
Publication of first-ever Group EP&L results, and open-sourcing of methodology

2016
First-ever report on Climate Risk in the Luxury Sector, co-published by Kering and BSR

2017
Launch of the 2025 Sustainability Strategy for Kering and its Houses in order to craft tomorrow’s Luxury

2018
Publication of the Kering Standards, a suite of industry-leading environmental and social standards for manufacturing processes and raw materials

Kering named the world’s most sustainable textile, apparel and luxury goods corporation, according to the Corporate Knights’ 2018 Global 100 index

Launch of the world’s first Massive Open Online Course (MOOC) dedicated to sustainability and luxury, in collaboration with the London College of Fashion

Publication of Kering 2017 integrated annual report, a first in the Luxury industry
2025 SUSTAINABILITY STRATEGY

Launched in January 2017, together with our Houses, Kering built a new sustainability strategy for the next ten years so as to drive our Group towards higher levels of economic, environmental, ethical and social performance.

More than ever before, we CARE about our impact on the planet, on climate change and on natural resources; COLLABORATE for the good of our employees, suppliers and clients; CREATE pioneering ideas to safeguard our rich heritage, and empower future generations. We are helping craft tomorrow’s Luxury, with our three pillar roadmap for 2025:

CARE, COLLABORATE, CREATE
For our impact on the planet, on climate change, and on natural resources.

CARE

Reducing our environmental footprint

- Extending our EP&L methodology to cover a product’s use and end-of-life phases, to better understand and in turn reduce our impacts.
- Reducing our EP&L across our supply chain by 2025, via actions that tackle the impacts of our sourcing, manufacturing and operations.
- Implementing science-based targets, to reduce our carbon emissions in scopes 1 to 3 by 50% by 2025.

Preserving our raw materials

- Tracing 95% of our raw materials (for example cotton, leather, precious skins, wool) by 2018 and 100% by 2025, to ensure a transparent and responsible supply chain.
- Deploying Kering’s social, environmental and animal welfare standards across 100% of our supply chains, to safeguard the sourcing of raw materials for the long-run.
An EP&L measures in € the costs and benefits generated by a company’s environmental impact, both within its own operations and across all of its supply chains.

### Environmental Profit & Loss Account

<table>
<thead>
<tr>
<th>EP&amp;L impacts across supply chain tiers split by impact area and amount attributed to each area</th>
<th>TIER 0: Operations &amp; stores 7%</th>
<th>TIER 1: Final assembly 16%</th>
<th>TIER 2: Preparation of raw materials 5%</th>
<th>TIER 3: Processing of raw materials 23%</th>
<th>TIER 4: Production of raw materials 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air pollution 9%</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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</tr>
<tr>
<td>Greenhouse gas emissions 36%</td>
<td>✗</td>
<td>✗</td>
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</tr>
<tr>
<td>Land use 28%</td>
<td>✗</td>
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<td>✗</td>
<td>✗</td>
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</tr>
<tr>
<td>Waste 5%</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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</tr>
<tr>
<td>Water consumption 11%</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>Water pollution 11%</td>
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Developed by Kering, the EP&L is an innovative tool that allows us to make better decisions as it provides a clear understanding and accurate measurement of our environmental impacts; whether it be from the production of raw materials, to our own operations and transport, right up to the boutique floor. In 2017, Kering published its 2016 Group EP&L results which totalled €858 million. This publication reflects the ongoing commitment to issue an annual report on the Group’s performance with a view to ensuring transparency on the achievement of the Group’s 2025 sustainability objectives.

Despite strong organic growth, Kering managed to perpetuate the downward trend of the EP&L intensity in proportion to revenue thanks to unflagging efforts by Kering and our brands: EP&L intensity eased by 10% between 2012 and 2016. In addition, Kering released My EP&L, a free smartphone app developed to help designers, students and customers better understand a product’s environmental impacts. The app has already been integrated into the curriculums of several universities, including Parsons and the London College of Fashion, in order to educate students on the impacts of their creations and enable them to design with a lower impact.

The Kering Clean by Design program aims to improve water and energy efficiency within our Houses’ dyeing, printing, weaving, yarn spinning, silk reeling and wool scouring suppliers.

The Kering Clean by Design program concluded its first phase at 24 of the Group’s Italian textile mill suppliers in 2017 and started a new program in China with another 6 mills. Clean by Design was initially developed by the Natural Resources Defense Council (NRDC), one of America’s most effective environmental action organizations. Partnering in 2014, Kering and the NRDC applied the program to the Luxury industry, and to the European market, for the first time with a tailor-made approach for the Group’s supply chain. Each mill went through a resource efficiency audit, from which an individualized action plan was drawn up to improve the mill’s current management, maintenance, and processes, whilst also implementing new technological improvements. Working hand-in-hand, Kering and our Italian suppliers have to date made over 150 interventions to reduce energy and water use with an average 2.5 years’ return on investment.

In addition to environmental benefits such as the 100% phase-out of liquid fossil fuels and an average 19% reduction (or 8,000 t) in CO₂ emissions per textile mill, the program has also resulted in economic savings, closer collaboration and greater transparency. The program in China involved 3 wool scouring mills and 3 silk reeling mills and works in the same way as it does in Italy. These mills perform the initial industrial processing of wool and silk and it was the first time that Clean by Design was implemented this far upstream. The participating mills in China began the program with audits held in early 2017. The program is currently underway and so far 37 interventions have been implemented to enable approximately 3,000 t annual reductions in CO₂ emissions as of April 2018.
For the enrichment of people across our business ecosystem, including employees, clients, suppliers and local communities.

COLLABORATE

Preserve our industry’s heritage

- Create a suppliers’ platform, which offers training on the Kering Standards and enables the sharing of best practices.
- Provide craftsmanship and artisanal training program to those in our operating regions, so as to safeguard the rich heritage of their communities and the future of Luxury.

Instill gender parity & diversity

- Reach gender parity and salary equality across all levels of our Group.
- Roll out mentoring programs in all regions.
- Implement a sponsorship program to train and coach key women managers.
- Promote the development of innovative career paths, irrespective of gender.

Be an employer of choice

- Offer our teams a sustainable and caring working environment: a well-being policy; a reviewed benefits policy; and a global parental policy which allows parents to benefit from same maternity, paternity, partner and adoption leaves irrespective of their personal circumstances.
- Offer exemplary working conditions for all those working in our supply chains, going beyond social compliance and enabling improved well-being.
In an environment where creativity and the ability to imbue desirability and inspire dreams are essential, Kering strives to attract the widest variety of talented individuals and recognize the contribution of every single employee by nurturing their sense of fulfillment.

Instilling Parity and Diversity

Creating a welcoming, pleasant and stimulating environment also means encouraging diversity and inclusion, improving gender equality and being attentive to issues of work life balance.

With women making up 51% of our managers, 31% of the Executive Committee and 64% of the Board of Directors in 2017, Kering is positioned as a leader in gender parity among companies in the French CAC 40. Our Group’s commitment to levelling gender imbalance is a long-standing one, with Kering being one of the first French signatories of the Women’s Empowerment Principles (WEP), a set of guidelines developed by UN Women and the United Nations Global Compact, back in 2010. Stemming from this, an Equality in Leadership development program was launched in the same year with the aim to promote the progression of women within our Group and ensure our male and female talents avail of equal opportunities. The Group was awarded the Gender Equality European & International Standard (GEEIS) label in 2016.

In 2017, Kering strengthened our policies for promoting and supporting our Group’s talent through the sponsorship of the EVE program, which is designed to promote ‘enlightened’ leadership by leveraging both individuals and organizations. Kering has been rewarded for our broad commitment to female talent by our inclusion in the Bloomberg Gender Equality Index. Kering also features in the Thomson Reuters Diversity & Inclusion Index, ranked 24th out of more than 4,000 international listed companies in 2017.

Preserving our Industry’s Heritage

Convinced that sustainability will play an ever more prominent role in Luxury going forward, Kering is committed to nurturing close ties with young talents and equipping them with the craftsmanship and business acumen required to safeguard the rich heritage of our industry.

To raise awareness of sustainability issues amongst future generations of designers and business leaders, Kering has developed an array of partnerships across the globe, including lectures at Tsinghua University in China, at Parsons and the Fashion Institute of Technology in the US, as well as a Luxury Certificate in partnership with HEC in France. In the same vein, a unique curriculum was co-developed by Kering and the Centre for Sustainable Fashion at the London College of Fashion to enable students to acquire both sound knowledge and practical experience in sustainability spanning every stage of the creative process.

Launched in 2014, this five-year partnership promotes sustainable design and innovation in the fashion industry around three core projects: an annual Kering Talk featuring experts and leaders from the fashion industry; a Kering Award for Sustainable Fashion competition open to LCF students; and the joint development of teaching modules for the Sustainable Design program. As a further step in this successful collaboration, Kering and the London College of Fashion launched the world’s first Massive Open Online Course (MOOC) dedicated to sustainability and Luxury fashion.

Our Houses also go to great lengths to pass on their artisanal skills and to preserve the heritage of their local communities. Many of them have contributed to the establishment of schools dedicated to the training of highly qualified young craftspeople. They include Brioni with the Scuola di Alta Sartoria Bottega Veneta with the Scuola dei Maestri Pelletteri; and Gucci, with the Alta Scuola di Pelletteria in Tuscany.
For the conservation, innovation and long-term success of our Houses and our industry.

CREATE

Launching disruptive innovations

- Develop new sourcing solutions, and alternative raw materials and processes by applying innovations such as biotech and the circular economy to Luxury’s current practices, and collaborating with start-ups and academia.
- Establish an in-house innovation lab for our Watches & Jewelry division, which will replicate the successful Materials Innovation Lab already in place for our ready-to-wear teams.

Empowering future generations

- Reinforce the education of the next generation of designers, via co-developed sustainability curriculums at universities and educational institutes around the world.
- Launch a Young Leaders Advisory Group to enable future business leaders to reimagine and inspire our decision-making.
Since its launch in March 2017, Kering has partnered with the Fashion For Good-Plug and Play Accelerator, which identifies and supports sustainable apparel start-ups.

Start-up Accelerator

Conscious that the production of raw materials accounts for over half of the Group's environmental impacts, Kering is readily introducing innovation to our supply chains in order to develop new sourcing solutions and to safeguard future availability.

Innovation Labs

Via the Accelerator’s unique three-month program, Kering, Plug and Play and other corporate partners who have since joined Fashion For Good, support start-ups to scale up their innovations by providing them with training, mentorship, networking opportunities, and other valuable resources. As of July 2018, three promotions of high-potential innovators will have graduated from the Accelerator program, with a new batch selected for Fall 2018.

With the ultimate objective of boosting industry-wide innovation, the Accelerator takes a comprehensive approach to the apparel supply chain from raw material sourcing, to production (dyeing, finishing, sewing), and end-of-use (recycling, circular economies). In terms of environmental impacts, a particular focus is placed on innovations that can improve the industry’s approach to water use, energy use, waste, chemical use, and labor practices.

To identify sustainable materials and processes that meet Luxury’s very high standards of quality and enable the Group’s brands to integrate them into their supply chains and collections, Kering founded the Materials Innovation Lab (MIL) in 2013.

The MIL now boasts a comprehensive library of over 3,000 certified fabrics, which are evaluated according to external standards as well as the MIL’s own evaluation tool.

In addition, a team of in-house experts at the MIL offer support to our Houses and their suppliers so as to help integrate these materials into their product offerings.

Following the success of the MIL, a second Innovation Lab is now under development and it will offer our Watches & Jewellery brands innovative sustainable production and sourcing technologies and solutions.
A cornerstone of our 2025 Sustainability Strategy are the Kering Standards which act as a comprehensive guide for sustainable sourcing and covers our key raw materials as well as manufacturing processes. A first of its kind for the Luxury sector, the Kering Standards operationalize our vision for crafting tomorrow’s Luxury.

THE KERING STANDARDS

The Kering Standards were published in January 2018, a suite of industry-leading environmental and social standards for our key raw materials as well as our manufacturing processes that are applicable to Kering, our Houses and our supply chains.

Already instigated internally, the Kering Standards are an extension of our progressive guidelines set in 2012 and are intended to operationalize our strategy and enable our Group and our suppliers to achieve the targets laid out within the 2025 roadmap. In addition, the Kering Standards reinforce the Group’s existing monitoring and measurement of our progress on traceability, social compliance, environmental protection, animal welfare and chemical use.

The Kering Standards are the fruit of a several years research, both internally and in collaboration with external experts and NGOs.

They are founded on internationally recognized principles and research, and where no regulations existed, Kering defined sustainability standards of our own that set the bar high and are applicable across the Luxury sector. Each Standard contains Minimum Requirements representing what is necessary in the immediate and Additional Conditions which are the actions to be implemented by 2025.

As of 2018 onwards, Kering is assessing all new suppliers for adherence. Kering is also working with current suppliers who have challenges in meeting the criteria within these sustainability requirements, in order to make this transition together. Continuing in this vein, Kering is creating a Vendor Rating system to continually evaluate all suppliers’ performance and started the development of a new Suppliers’ Platform to offer suppliers technical support and training on the Kering Standards, with the aim of also enabling them to share best practices.
Our strong governance structure enables sustainability to be embedded across all areas of our Group, from a committee within the Board of Directors to a network of over 50 people dedicated to implementing our sustainability strategy within each of our Houses.

A STRONG GOVERNANCE

Board of Directors

Sustainability Committee
Remuneration Committee
Appointments Committee
Audit Committee

Executive Committee

Chairman & CEO
Group Managing Director

Sustainability
Human Resources
Communications
Finance

Organisation of Ethics and Compliance

Group Chief Compliance Officer
Young Leaders Advisory Group
Group Ethics Committee

Code of Ethics

APAC Ethics Committee
Americas Ethics Committee

Brands

Brand Compliance Officer (Global) network by brand
Brand Compliance Officer
Brand Compliance Officer
Brand Compliance Officer

Sustainability Lead
Sustainability Lead
Sustainability Lead
Sustainability Lead

20 specialists, who report to the Group's Chief Sustainability Officer, a member of the Executive Committee, assist the brands with the implementation of the Group's sustainability strategy by systematically working for potential synergies and continuous improvement.

Sustainability Leads
Each brand has at least one Sustainability Lead and for the larger brands, entire sustainability teams. Sustainability Leads ensure the cohesive advancement of our sustainability strategy whilst implementing their individual brands specific roadmap.

As a result, Kering's sustainability team numbers over 50 people.
A Culture of Purpose

Gucci’s strategy is governed by a 'Culture of Purpose' anchored by three pillars covering the environment, people and new models for sustainable innovation. All initiatives and work around the three pillars have been brought together in Gucci Equilibrium, a programme and portal set to revolutionise Gucci’s connection with people, planet and purpose. Gucci Equilibrium articulates a progressive and ambitious vision of change based on inspiring stories, impact assessment, research and evidence. Shining a spotlight on Gucci’s work in this way addresses the need to amplify change and help stimulate urgent global debate and action in order to safeguard future generations.

Visit equilibrium.gucci.com

Gucci takes a leadership role in sustainability. Behind the scenes the brand has made significant strides in balancing the creation of world-class products through a radical sustainability agenda that lets the planet set the limits. The agenda is underpinned by Kering's pioneering Environmental Profit and Loss (EP&L) that allows Gucci to account comprehensively for its ecological impact. Gucci also recognises the value of its employees and is dedicated to enhancing the lives of the people who make its products as well as supporting communities, for example through a responsible and innovative management of its supply chain and through initiatives such as the CHIME FOR CHANGE campaign for gender equality. In addition, Gucci is developing new solutions by applying technical innovation to improve efficiency in its production and logistics, as well as in internal processes and programmes, constantly re-imagining what meaningful impact represents.
Saint Laurent’s continuous efforts to reduce the environmental impacts of its sites have been recognized with the award of high-level environmental certifications.

Two Saint Laurent flagship stores achieved the LEED (Leadership in Energy and Environmental Design) certification in 2017 at the highest possible level, Platinum. Every region now at least one store certified at LEED Platinum level. Moreover, the new Shoe Atelier of the House in Italy was also awarded the LEED certification for new constructions at Gold level. More than 250 m² of solar panels have been installed on the building roof of this site while additional electricity consumed on site comes exclusively from renewable energy sources.
Bottega Veneta products are made to last a lifetime, which is the direct result of the immense value that the brand places upon preserving artisanal know-how and treating its artisans with great respect. Among its many other efforts to further develop the sustainability aspects of its products, Bottega Veneta is pioneering the usage of chrome-free leather. The brand will continue to explore alternative tanning techniques to reduce the use of harmful chemicals as well as excess energy and water in collaboration with the individuals within its supply chains.
About World Food Programme

The United Nations World Food Programme—saving lives in emergencies and changing lives for millions through sustainable development. WFP is the leading humanitarian organization fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience. WFP works in more than 80 countries around the world, feeding people caught in conflict and disasters, and laying the foundations for a better future.

In March 2018, Balenciaga announced its partnership with the World Food Programme to draw attention to the recent spike in global hunger and to support global efforts to end it by 2030. Rooted in Balenciaga’s conviction to be a pacemaker for positive change, this partnership uses fashion to engage global consumers around the issue of hunger through the World Food Programme’s work in emergencies and with local communities to build resilience. The Balenciaga FW18 collection includes a range of items with the WFP logo and slogan, each WFP-branded item is sold with information about WFP and its mission. By buying a WFP-branded product*, our customers are making a tangible difference for people in hunger-stricken parts of the world, whether helping them recover from disaster or build strong futures.

This support will be added to the US $250,000 donation Balenciaga has already provided to support WFP’s work of saving lives and changing lives around the world. Demna Gvasalia, Artistic Director of Balenciaga, said: “We consider this partnership with the World Food Programme to be an important step in making fashion useful in a different way and supporting good causes with our products whenever possible.”

* For each WFP-branded product sold in Balenciaga stores or select retail outlets from August 2018 through January 2019, 10 percent of the suggested purchase price will be donated to the World Food Programme. On average, one packet of high-energy biscuits costs WFP US$0.12.
Alexander McQueen is renowned for its uncompromising creative approach, innovative design and respect for natural resources. In line with the Kering commitment to sustainably source materials, Alexander McQueen collections incorporate the use of organic wool and silk in scarves, organic cotton in shirting and jersey, regenerated nylon in umbrellas and cashmere from the Kering Wildlife Conservation Program.
Brioni is committed to an inclusive and all-encompassing sustainability strategy, permeating all areas of the business by 2025, through four key initiatives. At the heart of the House is a devotion to the preservation of artisanal craftsmanship and the rich heritage of the brand, pillared by the sourcing of sustainable materials vital to Brioni’s unique fine tailoring method. Gender inclusion, ensuring empowered working conditions for women is integral to this forward-thinking approach. The involvement of Brioni’s in-house creatives throughout the sustainable production journey is another core commitment, sealing the brand’s position as a leader in sustainable Luxury.
With 160 years of existence, Boucheron is the ambassador of the French High Jewellery. Recognizable for its audacious collections, the free-spirited jeweler values innovation and boldness. Committed to preserve its long inherited know-how, Boucheron is also concerned by the future and takes responsibility for its impact on the environment. Each year, Boucheron continues to progress by increasing the purchase of ethical gold, with the target to reach 100% by 2020. The Maison also continues to explore ways to extend its traceability program of responsible diamonds.
With the objective of ensuring sustainability while reducing its environmental impact (EP&L), Pomellato has achieved its goal of 100% responsible gold purchasing. In addition, the Milanese jewelery has been investing in responsible silver, and recently purchased Fairmined gold to create a special collection. In this same ecological effort, Pomellato continues to work on the traceability of colored stones and diamonds, and on exploring new materials and recycling solutions. Pomellato has managed to proudly safeguard its renowned quality of craftsmanship, partially thanks to an intense, fruitful collaboration with a Milan-based goldsmith school. Emerging as an industry leader, Pomellato continues to reinforce the importance of sustainability and of creating a more Earth-conscious community. Pomellato encourages involvement and personal engagement through community initiatives and advocacy. As ever, Pomellato continues to promote female education and career growth as well, both in the professional and social arenas. Pomellato is proud to implement a global well-being project while promoting a healthier work life balance for its employees. The Milan jeweler has just inaugurated the Pomellato Brand Lounge in its headquarters, a polymorphic work space which doubles as a venue for regular animations and workshops on well-being and alternative work dynamics.
QEELIN

Qeelin sees the world as a jewel, aspiring to become a leader in social and environmental responsibility within the fine jewelry sector. For the first time in the House’s history, in 2017 Qeelin launched a ten-year sustainability plan with defined targets, as part of the Group’s 2025 strategy. As part of this, the House promises to sustainably source gold and diamonds by implementing the Kering Gold Code and Kering Diamond Code, with the aim to achieve 100% traceability by 2020.
Founded in 1846, Ulysse Nardin has always understood the importance of pioneering the seas.

The navigational tools developed by Mr. Nardin continue to inspire the innovative timepieces created today for free spirits by the Manufacture in Le Locle, Switzerland.

The Swiss brand, having written some of the finest chapters in the history of haute horlogerie, is currently invested in preserving the world’s oceans in the form of its deep commitment to shark conservation. Sharks, at the apex of the food chain, are key to the equilibrium of marine life everywhere and hence to the environment of the entire planet.
Within the framework of the sustainability policies initiated by Kering, Girard-Perregaux manufactures its timepieces in keeping with the stringent criteria of Swiss Haute Horlogerie but also in the most sustainable possible manner. Girard-Perregaux meets the highest ethical and social standards in its sourcing of diamonds and gold.

Furthermore, driven by a determination to reduce its environmental impact, the Maison uses an innovative tool in order to measure and convert its carbon footprint into monetary value. In short, the Girard-Perregaux commitment to environmental and social responsibility is one of the predominant factors in its corporate development strategy.
Kering Eyewear strives to weave social, environmental and innovative sustainability into its corporate DNA and is committed to educating and engaging its employees to be more sustainable in their day-to-day work habits.

As part of the Kering 2025 sustainability strategy, Kering Eyewear has begun to create strategic Research and Development partnerships to develop new innovative and sustainable materials that could, one day, revolutionize the eyewear industry.

Kering Eyewear continues to work closely with its suppliers to improve sustainable performance and reduce environmental impacts across its supply chain as well as preserve a culture, craft and tradition that has long-existed in the Northern part of Italy.
The eradication of violence against women requires a change in mentalities and behaviors. A key priority is raising awareness internally, among Kering’s own employees. To do so, the Kering Foundation runs customized training programs with expert partners in France, the UK, Italy and the United States in order to create a supportive workplace for women survivors of domestic violence. Since the program’s launch in 2010, nearly 1,000 employees have attended the training sessions, which extends to senior management.

For 10 years the Kering Foundation, launched by François-Henri Pinault, has been combating violence against women. 120 leaders of Kering and our brands in the Americas region have been trained. In 2017, a specific session was organized for the Group’s Executive Committee.

THE KERING FOUNDATION

The Kering Foundation embodies the social commitment of the Group to support women and to be exemplary, in order to lead others on the road to change, alongside public authorities and organizations.

Today, the Kering Foundation’s mission is more crucial than ever. Worldwide, 1 in 3 women is or will be a victim of violence during her lifetime, regardless of her social class, culture, nationality or age. In order to bring an end to this violence, the Foundation works hand in hand with local NGOs and social entrepreneurs and raises awareness in the United States and Mexico, Europe and Asia, all the while involving all Kering employees. Its program also pays particular attention to the situation of migrant and refugee women.

The Foundation’s approach is focused on long-term support of a limited number of survivors-centered partners, in order to maximize impact. The Kering Foundation Awards recognize the innovative ideas of social entrepreneurs who combine sustainable economic models and solutions to respond to specific problems. Through awareness-raising campaigns, run both internally and externally, the Foundation seeks to increase visibility on this subject that remains taboo. The 6th annual White Ribbon For Women campaign targeted Generation Z and young men in particular, with #ICouldHaveBeen. By choosing the name they would have been given if born female, men became aware of the violence they could have experienced as a girl. The campaign potentially reached over 1.1 billion people.
Empowering Imagination