



## GUCCI JOINS ELLEN MACARTHUR FOUNDATION AS STRATEGIC PARTNER AND PUBLISHES 2021 IMPACT REPORT

### Accelerating Gucci's Vision for a Circular Economy and Regenerative Agriculture for the Future

**Milan, 05 July, 2022** – It is announced today that Gucci has become a Strategic Partner of the Ellen MacArthur Foundation to accelerate its vision of a circular economy for the future. The new Strategic Partnership complements the House's ongoing commitment to generate positive change for people and the planet, as detailed in its **2021 Gucci Equilibrium Impact Report** published on [Equilibrium.Gucci.com](https://Equilibrium.Gucci.com) today.

Driven by Gucci's philosophy to constantly evolve and act to support social and environmental transformative change, the Strategic Partnership will build on the House's existing circular economy strategy underlined by the three key principles – eliminate waste and pollution, circulate products and materials, and regenerate nature. Gucci has been advancing its approach across its entire value chain for many years: from using recycled materials to promoting materials from organic and regenerative production systems; to inspired design and innovation, including its Gucci Off The Grid collection and its pioneering animal-free Demetra material; to manufacturing solutions to reduce scraps and upcycle material leftovers with Gucci-Up and Gucci Scrap-less, through to prolonging and extending its collections, including product care, as well as new experimentations for resale and customized vintage on Gucci Vault.

*"For us, purpose and progress are paramount to the very ethos of Gucci. We are constantly experimenting and evolving to drive positive impacts in the Gucci community, and in the wider world,"* said Marco Bizzarri, President and CEO of Gucci. *"The second edition of our Gucci Equilibrium Impact Report for 2021 is a testament to our resolve to continue building a responsible and sustainable business. It is in this spirit we are excited to announce our partnership with the Ellen MacArthur Foundation to further strengthen our commitments to circularity and regenerative agriculture, expanding on the many initiatives we have already established."*

As a leading authority on the circular economy, the Ellen MacArthur Foundation will support Gucci to further scale and embed the principles of the circular economy. In its initial phase, these collaborative efforts will include:

- **Leading with circular by design:** Gucci is committed to increase its collections with circular principles across its products' life cycle. Driven by design, the principles will help guide Gucci's ambition to continue innovating on products that are used more, made to be made again, and made from safe and recycled or renewable inputs. The

Foundation will bring its expertise on circular design to inform an analysis of the House's efforts to help pinpoint areas where circularity can be embedded in design and inspired creation. Educational resources and courses will be offered to deepen knowledge and operational know-how of circular economy principles and practices.

- **Advancing regenerative agriculture:** Beginning in 2020, Gucci has been scaling its investment in regenerative projects, under its Natural Climate Solutions Portfolio, across key raw materials, underpinning its circular economy approach. The Foundation will provide insights that inform and enable the House to champion an industry commitment to source regeneratively.

*"We are thrilled to be partnering with Gucci to redesign the future of fashion. Through Gucci's passion for people and the planet, and the Foundation's circular economy expertise, we can innovate towards industry led solutions for fashion designed to be used more, made to be made again, and made from safe and recycled or renewable inputs. Shifting towards a circular, regenerative economy for fashion we can help tackle the root causes of global challenges including pollution, climate change, and biodiversity loss."* said Andrew Morlet, CEO, Ellen MacArthur Foundation

Gucci's work with the Foundation will be an integral part of the House's commitment to continue finding solutions that create lasting positive impacts for nature and communities, building on Gucci's past efforts to inform its future ambitions. The **2021 Gucci Equilibrium Impact Report** expands on many of the initiatives the House has created to achieve tangible and measurable results, with highlights such as:

- Meaningful progress on diversity and inclusivity, including gender equality and accessibility;
- Positive social change in local communities through CHIME FOR CHANGE and GUCCI CHANGEMAKERS programs;
- Minimizing total environmental impacts while protecting and restoring nature, with additional investments in regenerative agriculture;
- Innovating and embedding the circular economy principles into design and manufacturing.

Discover the 2021 Gucci Equilibrium Impact Report and all of the 2021 highlights: [Equilibrium.Gucci.com](https://www.gucci.com/equilibrium)

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#### **About Gucci**

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. As the House marks its 100th Anniversary under the Creative Direction of Alessandro Michele, with Marco Bizzarri as President and Chief Executive, Gucci moves forward into the coming decades with an ongoing commitment in redefining luxury, while celebrating the creativity, innovation and Italian craftsmanship at the core of its values.

Gucci is part of the global luxury group Kering, which manages the development of a series of renowned Maisons in fashion, leather goods, jewelry and watches.

For further information about Gucci visit [www.gucci.com](https://www.gucci.com).

#### **About Gucci Equilibrium**

Gucci Equilibrium is our commitment to generate positive change for people and our planet. Powered by creativity and collaboration, we are reducing our environmental impact and protecting nature, while also prioritizing inclusivity and respect, so that everyone in our global #GucciCommunity is free to express their authentic, diverse selves. Building on momentum from our 100th anniversary, we are moving forward into the coming decades with an ongoing commitment to reinforce our culture of purpose, demonstrating our values

through innovative pathways towards social and environmental sustainability. Gucci Equilibrium unifies the principles we uphold and the actions we pursue to treat our world and each other better, for our collective future. For more information visit [equilibrium.gucci.com](https://equilibrium.gucci.com) and discover Gucci's instagram dedicated to social and environmental sustainability at [Instagram.com/GucciEquilibrium](https://Instagram.com/GucciEquilibrium).

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