

# Kering

## How is the company performing?

COUNTRY OF HQ

France

SELECTION OF SUBSIDIARIES

- Gucci
- Bottega Veneta
- Saint Laurent
- Alexander McQueen
- Balenciaga
- Brioni
- Christopher Kane
- Mcq
- Stella McCartney
- Boucheron
- Dodo
- Girar-Perregaux
- Jeanrichard
- Pomellato
- Qeelin
- Ulysse Nardin
- Puma
- Volcom
- Cobra

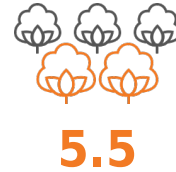
Overall Score



Policy



Uptake



Traceability



## Where is Kering on the journey to sustainable cotton?



### Company performance analysis

#### OVERALL

With 25 out of a 100 points Kering well on the way towards sustainable cotton, with still ample room for improvement. Kering has set a target of sourcing 100% organic cotton by 2025. To reach this target, Kering has launched an internal Organic Cotton Platform (OCP) in 2016, offering its brands technical and financial support to help them overcome the initial difficulties in switching from conventional to organic cotton. These efforts have not yet resulted in uptake.

#### POLICY

Kering's policies on water use and biodiversity issues are remarkable, as different to most companies they specifically address the cotton production. Still, these commitments are not time-bound. Kering's published information states awareness of HPPs and human rights issues in cotton cultivation, but Kering remains unclear if suppliers are integrated to address these issues. The company works on these issues partly through the membership in the Organic Cotton Accelerator (OCA). Kering has committed to investing in new business models to develop new and sustainable solutions for sourcing raw materials and has several recycling initiatives in place.

#### UPTAKE

It is unclear what percentage of cotton used by Kering comes from sustainable sources. The company states that in 2016, its luxury brands purchased 21% of their cotton as organic. Puma used close to 3,000 tonnes of Better Cotton (BCI) in 2016, accounting for 20% of Puma's overall cotton procurement.

#### TRACEABILITY

Within the Kering group, Puma leads on traceability, publishing a list of 80% of fabric and finished product suppliers. Kering group also lists some of its key sourcing countries for cotton on its website, but does not publicly disclose the total amount of cotton used annually.