



Signing On

As Climate Week opens in New York, French luxury giant LVMH Moët Hennessy announced it has joined the Copenhagen-based Global Fashion Agenda as a strategic partner.

"We are delighted to welcome LVMH as a partner," said GFA chief executive officer Federica Marchionni. "GFA's efforts strongly complement the ambitious LVMH LIFE 360 road map, and their influential voice will add to the stalwart expertise of our existing partners. We create alliances for a new era since pre-competitive collaborations are essential to support our vision of a net positive industry."

LVMH joins its luxury peers Chanel, which joined in 2024, and Kering, which was an early adopter in 2017. Also, partners Ralph Lauren, Nike and Swedish

fast fashion retailer H&M are all part of GFA's "cross-sector initiative to promote collaboration on biodiversity, decarbonization, transparency, and circularity."

By joining GFA's Strategic Partner network, LVMH will now engage in pre-competitive collaboration with other major brands to tackle shared challenges that no single actor can address alone.

"LVMH is proud to join the Global Fashion Agenda as a strategic partner, since it is a powerful lever for our collective work towards a fair and successful environmental transition," said LVMH director of environmental development Hélène Valade. "We are convinced that concrete collaboration and cooperation

across the industry are essential to advancing environmental efforts: 'Joining Forces' is both a motto and an action program at LVMH."

Valade has spearheaded LVMH's Life 360 sustainability commitments through 2030, which focus on circularity, biodiversity, traceability and transparency across its 75 maisons.

The marquee name is good news for GFA, which marked a "somber" conference last June amid brands backpedaling on announced commitments, legislative delays and general anti-ESG sentiment worldwide.

Strategic partners to GFA are selected for their commitment to advancing sustainability within their operations and across the broader fashion ecosystem.

The collaboration enables these companies to share insights, shape advocacy, and co-develop initiatives with shared goals of changing the fashion industry.

On Tuesday, GFA will host the GFA Assembly at Climate Week in New York, a closed-door series of action-oriented roundtables with fashion industry executives. Facilitating high-level talks between executives on shared objectives has been a focus of GFA.

LVMH and Chanel joined forces in 2023 to coordinate on pre-competitive activities such as a pooled system for auditing suppliers.

— RHONDA RICHFORD

Hélène Valade

