

WHAT MAKES LUXURY SUSTAINABLE?

MORNING SESSIONS

- 08.30-9.00: Registration and networking
- 9.00-09.15: Welcome speeches by:
TOM MEGGLE, Chairman of the French Chamber's Luxury Club and Founder & Director – Momentom 8 Ltd
MICHAEL WARD, Chairman of Walpole & Managing Director – Harrods
- 09.15-09.35: Introduction – 'Why do we talk about sustainability and ethics?' by: ROBERT SKINNER, Executive Director – United Nations Office for Partnerships
- 09.35-09.55: 'The new consumers' – Video & Survey results presented by JONATHAN CHIPPINDALE, Chief Executive – Holition
- 09.55-10.15: Inspirational speech by: LIVIA FIRTH, Co-founder & Creative Director – Eco-Age
- 10.15-11.05: **PANEL I - 'The 3 Rs' Reduce, Recycle, Reuse: Is ownership still relevant in an ethical world?**
In a world where consumption patterns are changing, owning becomes second to experiencing. In this panel we discuss how economic trends such as co-ownership, renting, second-hand purchasing are shaping the luxury sector. We examine how brands are shifting behaviours by changing how they treat their waste and stock. We take a deeper look at sustainable client ownership and the positives for the planet due to the changes in consumer's attitudes.
Speakers confirmed so far:
JAMES HARFORD-TYRER, Founder & CEO – Cudoni
KRESSE WESLING, Founder – Elvis & Kresse
- 11.05-11.35: Coffee break
- 11.35-12.25: **PANEL II - What makes a product sustainable & ethical?**
Focusing on the three main trends in making products more ethical and sustainable. From the sourcing of materials to the distribution pipeline and innovation, we look at how the luxury industry is improving its impact on the planet through innovative solutions.
Moderated by: BROOKE ROBERTS-ISLAM, Co-Director – Brooke Roberts Innovation Agency
Speakers confirmed so far:
NINA MARENZI, Founder & Director – The Sustainable Angle
NICOLAS GERLIER, CEO & Founder – La Bouche Rouge
SYLVIE BÉNARD, Head of Sustainability – LVMH
- 12.25-12.55: **Lab vs. Mine** - Debate between NADJA SWAROVSKI, Member of the Executive Board – Swarovski and STEPHEN LUSSIER, Executive Vice President Marketing – De Beers
Moderated by TOM BEAGENT, Director Sustainability and Climate Change – PwC
- 12.55-14.00: Lunch break and networking



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AFTERNOON SESSIONS

14.00-14.20: **Measuring Sustainability**

Presentation by MICHAEL BEUTLER, Sustainability Operations Director - Kering

14.20-15.10: **PANEL III – Marketing and Communicating on Sustainability – Story telling**

Shifting the way brands communicate sustainability is a massive part of making it more desirable for consumers. In this panel, we discuss how to create narratives that matter, how to make stories more powerful and how to communicate sustainability to reinforce a brand communication strategy.

Moderated by: GACHOUCHA KRETZ, Affiliate Professor – HEC Paris

Speakers confirmed so far:

JANET CARPENTER, Managing Director – Spring Studios

DOINA CIOBANU, Creative – ‘No More Plastic’ Ambassador

RACHEL ARTHUR, Co-Founder & Chief Innovation Officer – Current Global

15.10-15.30: **Owning vs. sharing**

15.30-16.00: **Sustainable Start-Up Award**

Start-Up Pitches in front of the audience and the jury

16.00-16.30: **Coffee break and jury deliberation**

16.30-16.50: **Inspirational keynote speech**

CAROLINE RUSH, CEO – British Fashion Council

16.50-17.00: **Sustainable Start-Up Award winner announcement**

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