Loro Piana celebrates cashmere in documentary film by Luc Jacquet

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Loro Piana has celebrated cashmere in a new documentary film, ‘Cashmere - The Origin of a Secret’, directed by Luc Jacquet. The film by the French director, an environmentalist and Academy Award winner for ‘March of the Penguins’, is the first chapter in a trilogy dedicated to the Italian luxury label’s expertise and its long-standing policy of caring for nature and the environment.

An advance screening of ‘Cashmere - The Origin of a Secret’ was staged at the MIFA 1862 Art Center in Shanghai, within an installation which took guests on a voyage through the fascinating lands of Mongolia and Inner Mongolia, where cashmere hails from. The full documentary can now be viewed by the general public on Loro Piana’s website, and will also be screened at private viewings around the world.

The film is a journey of discovery, paying tribute to the real protagonists of Loro Piana’s manufacturing excellence: the Hircus goats - from which cashmere fibres are sourced - and the shepherds who breed them. For over six generations, the close collaboration with the Mongolian shepherd communities has been crucial for the success of the LVMH group’s luxury label.
The documentary's presentation was attended by local authorities, the film’s director Luc Jacquet, the global brand ambassador for WWF, Li Bingbing, and the senior management of Loro Piana, including CEO Fabio d’Angelantonio and president Pier Luigi Loro Piana. During the screening, a live thirty-three-piece orchestra performed the original score of the film, created by Emmy-nominated composer Cyrille Aufort.

Afterwards, the recipients of the ‘Loro Piana Cashmere of the Year Award’ were introduced. The award, based on objective criteria of fineness, length and performance of the cashmere fibre, went to Zhang Mingzhu, Li Yumei, Suyalatu and Burenqiqige.

The total cashmere weight they collected was 112.3 kg (net cleaned), with a fibre diameter of 13.6 microns and a length of 28 mm, making it the finest cashmere fibre collected from adult goats since the award was established.