Guerlain promotes Cécile Lochard to head of sustainability post

By Sarah Ahssen - 13 October 2020

Cécile Lochard, in charge of the biodiversity programme and of sustainability communications at Guerlain since January 2019, has recently been promoted to the post of sustainability director for the LVMH group's perfume house.
Lochard replaces Sandrine Sommer, who has taken on a similar position at Moët Hennessy, and her mission in her new role is to spearhead Guerlain's sustainability drive. This involves, among other things, pushing for sustainable innovation, preserving biodiversity and promoting a positive social impact.

Lochard has co-authored the book ‘Luxe et développement durable: la nouvelle alliance’ (Luxury and sustainable development: the new alliance), published in France by Éditions Eyrolles, and is a specialist in the corporate social and environmental responsibility field.

Before joining Guerlain, Lochard worked from October 2015 to January 2019 as head of CSR for skincare brand Cha Ling, owned by the LVMH group.

Lochard also founded and directed Citizen Luxury, a consultancy firm specialised in sustainable luxury and philanthropy, and previously worked in the ethical investment sector for private bank HSBC, at the World Wide Fund for Nature (WWF) as head of Philanthropy in charge of luxury and environmental issues, and at biodiversity foundation Humus, where she notably contributed to the creation of the first fairtrade supply chain for cashmere in Mongolia.

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