In this new, French-language LuxurysightxFashionNetwork podcast, Cécile Lochard, head of sustainability at Guerlain, talks with Godfrey Deeny about the increased urgency of deploying sustainable development strategies in the beauty and luxury sectors. Lochard, formerly at the helm of animal rights group WWF, was previously involved in setting up a sustainable cashmere supply chain in the Altai region of Asia.

Lochard discusses the preservation of bees, the symbol of Guerlain, and the most advanced sustainability innovations, describing the changes that consumer expectations about corporate transparency have wrought in the beauty industry.

She explains how a luxury label can transform its materials supply chain in order to guarantee and validate the sustainability of its products, irrespective of where its suppliers operate.

According to Lochard, the sustainability commitments of luxury groups are a question of “pragmatism” in the face of the current environmental and climate crisis.