Hanging in the Balance

The luxury field is facing serious environmental and consumer challenges—and only the bravest and most innovative companies will survive. Here's what that means for you in the next decade.

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daily decisions consciously favor in sustainability and social impacts. As consumers increase awareness of these issues come from and how much energy they use, impacts will be quantified and measured. Consequences such as those offered by the Seattle-based International Living Future Institute will require many buildings to be augmented-meaning that their passive efforts outweigh the negative.

"If you're spending a lot of money on a luxury house, you'll know where the building impacts are," says David Neff, a sustainabil-
y integrity director at Guenther in New York. How and offices, he predicts, will also be stronger and more resilient to withstand the increas-
ing adverse effects of global climate change—more floods, droughts, and storms.

Guenther, with a goal to one day reach net-zero water and energy consumption for its projects, has installed sustainability demise-
ons around the world. Neff, a specialist in sustainable design, is a designer accredited by Leadership in Energy and Environmental Design (LEED), considers traditional construction techniques such as rammed earth and breezeways courtyards as architects would advise clients about building. "It's very hard for me to separate good design from sustainable design, because good design considers all constraints," he says.

The fashion industry as a whole may be running behind, but it is now looking to Stella McCartney, who has made sustainability a tenet of her eponymous brand, for brookly Leadership. A longtime vegetarian, she was one of the first designers who banned the use of all leather and fur from their collections. Today she is growing ahead with new sustainable technologies such as "Mylo" (a fabric made from mycelium), products that include plastic sourced from ocean waste, and even mushroom-based wine glasses. "What is exciting to me is it's actually working on changing things that are conventional in this industry," McCartney says via e-mail in which she describes her search for vegetable silk and Saturday, a plant-based plastic "that is a new incorporation recycled polymer. I've referred to myself as a fashion for just a fashion designer. Not morally, but in the fashion industry we are taking a step and changing it. We just do something different with it than the food industry."

LVHM chairman and CEO Bernard Arnault cited her eco-
friendly approach as a reason for his company's investment in her label last summer. "McCartney's right from vegan leather. "We are committed to the green, long-term potential of her house," Arnault said in July, noting that he expects McCartney's focus on sustainability and ethical issues to help guide LVHM. Her responsibilities advising Arnault and LVHM's executive committee will go beyond implementing more sustainable materials, the company says, in a variety broadly on sustainable initiatives.

McCartney says she is proud of the effort that led to sustain-
ability, a common material capable for the saving of about 3 million trees a year. She and her team looked at 20 years before finding a process in Sweden that is sustainably managed and offers a fully traceable supply chain.

Such examples of progress are all a long time coming. It's been 30 years since former Vice president Al Gore pro-
duced the seminal documentary film An Inconvenient Truth, which made the case that the globe was in danger of over-
heating. Nearly every president since John F. Kennedy has warned about the need for sustainability. The one who may be best suited today's mind-set for sustainable cons-
iderations is in the White House.

"Human identity is no longer defined by what one does but by what one owns. But we've discovered that owning things and consuming things does not satisfy our longing for meaning. We've learned that filling up material goods cannot fill the emptiness of lives which have no confidence or purpose."

That was President Jimmy Carter speaking president in July

1979 having just emerged from a 12-day retreat at Camp David, where he read two groundbreaking books that still resonate today:
hanging in the balance

Daily decisions commonly factor in sustainability and social impacts. As transparency increases about where materials come from and how much energy they use, impacts will be quantified and measured. Certifications such as those offered by the Seattle-based International Living Future Institute will require many buildings to be regenerative-meaning that their positive effects outweigh the negative.

"If you're spending a lot of money on a luxury home, you'll know where the building impacts are," says David Briel, a sustainability director at Gehry in New York. "Home and offices, he predicts, will also be stronger and more resilient to withstand the unavoidable effects of global climate change—more floods, fires and storms. Gehry, with a goal to one day reach net-zero water and energy consumption for its projects, has installed sustainability directors around the world. Briel, a specialist in adaptive reuse and a designer accredited by Leadership in Energy and Environmental Design (LEED), considers traditional construction techniques such as rammed earth and breezy courtyards as he advises clients about architecture. "It's very hard for me to separate good design from sustainable design, because good design considers all constraints," he says.

The fashion industry as a whole may be running behind, but it is now looking to Stella McCartney, who has made sustainability a tenet of her eponymous brand, for broader leadership. A longtime vegetarian, she was one of the first designers who banned the use of fur, leather and feathers at their collections. Today she is pressing ahead with new materials such as "Mylo" (a face leather made from mushrooms), products that contain plastic scooped from ocean waste and even mannequins made from sugarcane derivatives. "What is exciting to me is constantly working on changing things that are conventional in this industry," McCartney says via an e-mail in which she describes her research for vegan silk and KORDA, a plant-based fur-free "fur" that also incorporates recycled polyester. "I refer to myself as a farmer and not just a fashion designer. Not literally, but in the fashion industry we are taking a unit of a crop and transporting it. We just do something different with it than the food industry."

LVHM chairman and CEO Bernard Arnault cited her eco-friendly approach as a reason for his company's investment in her label last summer, after McCartney split from rival Kering. "We are convinced of the great long-term potential of her house," Arnault said in July, noting that he expects McCartney's focus on sustainability and ethical issues to help guide LVHM. Her responsibilities advising Arnault and LVHM's executive committee will go beyond implementing more sustainable materials, the company says, to advising broadly on potential initiatives.

McCartney says she is proud of the effort that led to sustainable viscose, a common textile made from the pulp of 150 million trees a year. She and her team looked for three years before finding a forest in Sweden that is sustainably managed and offers a fully traceable supply chain.

Stella McCartney and Her Team

Looked for Three Years Before Finding a Forest in Sweden that is Sustainably Managed and Offers a Fully Traceable Supply Chain.
"WHEN YOU GO AND VISIT ANY PLACE AND ENJOY WHAT THAT ENVIRONMENT HAS TO OFFER, YOU WANT TO BE ABSOLUTELY SURE THAT THE ENVIRONMENT TRANSFORMS YOU AND YOU DON'T TRANSFORM THE ENVIRONMENT."
"WHEN YOU GO AND VISIT US, ENJOY WHAT THAT ENVIRONMENT HAS TO OFFER, YOU WANT TO BE ABSOLUTELY SURE THAT THE ENVIRONMENT TRANSFORMS YOU AND THAT YOU DON'T TRANSFORM THE ENVIRONMENT."

get onto this terrible track, and now we're trying to get off of it.

Concern about sustainability is buttressing its way into high-end
furnishings, too. Achille Salvagni's designs avoid synthetic glue,
leather and welding. Most of his pieces are made in Japan, but he
sometimes uses factories near his clients, using on-site technology
to produce custom pieces. If it means sacrificing his impact on the earth, Salvagni says,"I'm happy to do research on the local materials."

R

eating fashion is one particularly unsustainable footprint of the luxury lifestyle, with newfangled accounting for an estimated 10 percent of global greenhouse-gas emissions. Avia-
tion compounds the problem. Last summer, the upsurge over the private-jet traveling of Prince Harry and Meghan, the Duke and Duchess of Sussex, was enough to cause the royal couple to fly commercial in September. It's likely that more
travelers, at least high-profile ones, would face that sort of pressure in the future—much as we for wearers were once voiced with red paint by animal-rights activists.

"I'm confused about travel," says Geraldo's friend, who is looking to see a celebration of dense local travel—trips to nearby resorts rather than to other countries—just like those for local food.

"Maybe that's a fad, thinking."

Maybe, even the eco-conscious French resort company Ponant, founded in 1987 by a group of artists, has aggressively pursued cruising around the world in embattled places, from the Arctic to the southern island, in a more sustainable way. Ponant's luxury expedition vessels are certified as "clean ships." Its most innovative ship, launching in 2021, will use electric propulsion systems near land and liquefied natural gas for longer sailing trips, waste-

"To be sustainable is not a corporate crusade," says Xavier Couzinet, Ponant's chief executive of the company's sustainability program, "It's in line with a way of life. We have a symbiotic relationship with the ocean."

Ponant works with the communities whose waters it visits so it can treat the area as well as when you go and visit any place and enjoy what that environment has to offer. "We try to be absolutely sure that the environment informs you and you don't influence the environment." In Africa, Wilfred Stijgerzaal has operated camps for 26 years in Mozambique, Tanzania, and Zimbabwe. It protected highway, and produced significant social change in the community. It's not the sailing

point, though the safari is at the top of my bucket list. Millions sail.

Wilfred Stijgerzaal stopped setting plastic waste to make

more sustainable plastic. "We can't just do this, because we're not doing it."

"When you go and visit us, enjoy what that environment has to offer, you want to be absolutely sure that the environment transforms you and that you don't transform the environment."