

# 时尚先生

Esquire

Giorgio Armani  
源自尊重

封面人物

Better Future

特别策划

时装与社会责任

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曾几何时,企业一度被视作是单纯由利益驱动,资本家们以逐利为首要目标,然而在企业社会责任时代,先前的那种方式已悄然发生改变。

奢侈品牌曾长期被认为对公众议题漠不关心,然后随着时代的发展,奢侈品牌在全球影响力持续增长,大众对其看法也发生了改变,认为他们应该承担起应有的企业责任,通过自身的行为和号召力来积极改变现有困境。据麦肯锡数据,全球三分之二的消费者表示,他们会避开在相关问题上争议的品牌。德勤于2019年对价值驱动品牌的一项研究也显示, 55%的受访者认为,当今的企业在解决与其宗旨相关的问题上负有更大的责任。

除了消费者的态度,来自股东和员工的压力也促使了企业社会责任的发展。Philanthropy Advisors首席执行官Eric Berseth表示:“员工希望为负责任的公司工作。客户愿意花更多的钱购买负责人的产品。从战略上讲,这是公司将自身与对社会产生积极影响联系起来的一种方式。”

在如此的社会环境之下,奢侈品牌于多年前开始积极投身到公益事业当中,希望通过实际行动,以树立在公众面前的积极形象,同时,牵手公益也能够带来巨大话题,不失为一种良好的公关行为。除了外部环境,奢侈品牌的行业领袖旗帜鲜明地承担起社会责任,当然也有一部分出于本心。来自意大利的乔治·阿玛尼先生 (Giorgio Armani) 的同名品牌在业界享有盛誉,其阿玛尼集团也被视为意大利乃至全球的行业巨擘。我们与阿玛尼先生进行的独家谈话中,他表示,当他进行设计时,除了希望人们有购买欲,还应当将其他因素纳入考量,因为,“这涉及到尊重”。带着这份源自内心的尊重和天生的责任感, Giorgio Armani在2022年4月22日地球日当天,推出全新Armani/Values网站,通过探索并追溯始终制成设计师方向与企业决策,并构筑阿玛尼集团核心理念的价值观。阿玛尼先生对此说道:“我认为,身为设计师和企业家,我身负重任。自己在做出表率的同时,也应该给予他人支持。在实践中,我始终信守传统而坚定的价值观。为此,我遵循‘少即是多’的理念,设计出纯粹简约的永恒物品,使之历经时光洗礼,依然经久不息。我始终关怀人文与社区,坚信企业不光要接受,还要回报。同样,我们必须爱护地球。我认为时尚可以在众多方面为当下正在进行的转型做出贡献,而这正是我的承诺。价值观很重要,我视之为根基。我希望通过这个网站分享必要而迫切的责任:邀请众人携手构建更负责任的体系。”

Armani/Values网站结构合理,信息丰富,包含“人文”、“地球”、“成就”三大板块,用视频与文字的结合,阐释了集团如一,永恒,流动,舒适,赋能,包容,可持续,自律,独立,真实,“少即是多”的多元价值观。在种种关于责任的项目当中,大致可分为社会责任感和可持续发展两方面。

#### 社会责任感

当模特在寂静的空间内行走,无声的环境强调了凝重的氛围,宾客们也不再受音乐而导致不必要的分心,重新将注意力集中在服装身上。这一特殊的时装发布出现在了Giorgio Armani 2022秋冬系列上。阿玛尼先生认为,“音乐准备好的时候再放会不合时宜,倒不如取消背景音乐”,他向我们透露,这一决定是在开秀前五分钟做出的。

然而这并不是阿玛尼先生第一次对时装秀做出改变。早在2020年初,受到新冠病毒的影响,他临时做出了取消现场时装秀的决定,改由直播形式发布2020秋冬系列——在彼时尚未受到疫情严重影响的米兰,做出这一关怀来宾、模特、秀场工作人员的举动无疑是令人钦佩的。在谢幕环节, 12名中国模特身着阿玛尼先生此前设计的以中国元素为灵感的高定系列亮相,显然,阿玛尼先生希望通过美好的力量,以此传达为中国祈福、传递美好的愿望——这体现了他对中国深厚的人文关怀。

在当年,除了中国之外,意大利本土的疫情状况同样不容乐观。作为在高中曾渴望从事医学事业,此后就读于米兰大学医学系,甚至之后也在医院由短暂工作经历的阿玛尼先生,面对祖国的危机,同样做了了迅速反应。在2020年3月26日,阿玛尼集团宣布其所有意大利生产工厂已转为生产一次性医用工作服,用于为抗击病毒的医护人员提供个人保护。Giorgio Armani在向意大利国民保护部、米兰路易吉萨科医院、圣拉斐尔医院、国立肿瘤研究所、罗马斯帕兰扎尼研究所捐款125万欧元后,还向托斯卡纳地区的贝加莫、皮亚琴察和维西利亚的医院捐款,总计捐款200万欧元。阿玛尼先生亦买下了意大利各主流报纸的版面,刊登了一封献给所有医务人员的公开信。

在当年晚些时候,欧洲仍然笼罩在疫情的阴霾之下,阿玛尼集团承诺继续将其他Giorgio Armani在欧洲及全球其他主要城市精品店的部分收益捐赠给全球52个地区的慈善协会。

阿玛尼先生对我们表示,除了在新冠疫情期间的捐款和切身行动,集团还做了诸多回报社会的事情,比如作为斯卡拉歌剧院基金会的支持性创始人,在2021年12月9日,阿玛尼集团成为2021.2022演出开幕之夜的合作伙伴。作为成立于1997年的非营利性协会,斯卡拉歌剧院基金会旨在保护并推广其丰富的音乐、艺术、技术和专业遗产,来促进意大利国内外的音乐艺术。由于疫情的影响,受到重创的娱乐行业正遭遇前所未有的冲击,阿玛尼集团的这一慷慨行为,无疑彰显了其对歌剧院和音乐界的大力支持。谈及这一行为,阿玛尼先生向我们回忆起开幕之夜当天的盛况:“当时有很多鲜花,人们都在歌剧院内开心地笑着,一切都非常感人。”

除了在突发性社会事件和文娱界展现人文关怀,阿玛尼集团也通过支持并积极参与到社群的种种举动,来实行自身的社会责任感。

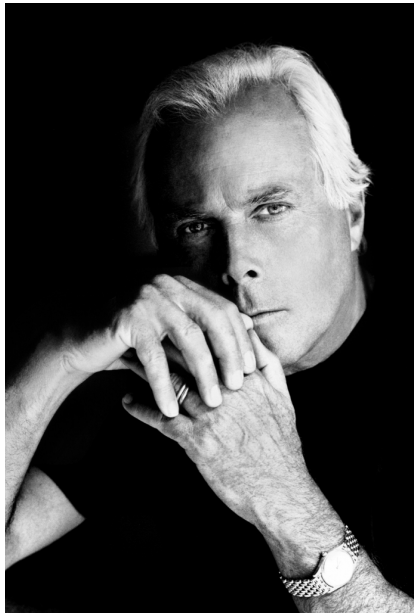
为纪念集团成立四十周年,阿玛尼集团于2015年落成了Armani/Silo——一个与米兰市政府协同创建的充满活力的开放空间。它源于阿玛尼先生的愿望,即向公众,特别是新一代的创意梦想家提供丰富的独特体验,以促进对时尚和设计的理解和兴趣,并探索时尚之间的关系、历史、摄影、电影和艺术,通过永久收藏、主题展览、历史档案和其他文化活动。它通过与文化部合作,来共同开展多种项目,并与米兰理工大学设计学院有多年合作。

在Armani/Silo之外,阿玛尼集团的文化艺术关怀还涉及古迹修复、艺术赞助、科学赞助等方面,如支持米兰著名的布雷拉博物馆、为修复热那亚的San Fruttuoso修道院和米兰的Villa Necchi Campiglio做出了贡献、支持专注于试验和推广新艺术家和新艺术形式的Pier Lombardo基金会、定期参与为乳腺癌研究筹集资金。

对于人们赖以生存的水资源问题,阿玛尼集团也开展了Acqua for Life项目。通过获取水源、使用水源、善后处理三方面,大大提升了水资源稀缺地区人们的用水水平。通过九年,在约770万欧元的投资 (2018年数据)后,该项目已成功覆盖了三大洲238个社区的195000多人,可谓成效显著。



林蔚是一名知识产权律师，也是蔚来用户信托第一届和第二屆的理事。2021年，针对蔚来的NOP系辅助驾驶系统，林蔚发起了一则声明，在蔚来社群里引起反弹。







#### 可持续发展

自1975年创立同名品牌Giorgio Armani以来,阿玛尼先生就凭借得体大方的设计、考究利落的剪裁从一众意大利设计师当中脱颖而出,以至于成为意大利时尚的一张名片。几十年如一日,这般风格随着时间的沉淀愈发纯熟,优雅、理性、奢华之美,如此的品牌形象在如今这个浮躁的年代无疑是难能可贵的,而一脉相承的设计语言则在当下人才更迭频繁、品牌形象易变的业内,成为一道罕见的风景。在承担社会责任感之外,阿玛尼先生同样注重可持续发展事业,他从设计本身出发来解决这一问题,那就是,风格美学一致的时装某种程度上已经摆脱了季节的限定,即不再局限于当下的流行趋势,因此穿着者也就避免了不必要的购买,从而实现时装的多次穿着。这在阿玛尼先生看来,是一大成功,但它并非要遏制设计师的创造性以及热情,“尽管我都87岁了,我依然在这个行业中发光发热。热情创造依然是非常重要的一点。”在呈现经得住时间考验的时装之外,带来有意义的设计在阿玛尼先生看来同样也十分重要。“我们要做的就是去设计有意义的衣服,而不是单纯为了走秀的衣服。现在存在一些为了走秀、为了拍照好看、为了给明星穿着的衣服,这些都没有意义。尽管大家对此有不同看法,但我认为在对新衣服的需求上,大家应该放慢脚步。当下我们应该冷静,去考虑更多东西,因为并不是所有人都活得那么光鲜亮丽,所以应该时刻保持关注和同情心。”

从时装本身出发是解决可持续发展问题的一部分,但时装产业庞大,涉及上下游诸多环节,想要更大程度上实现可持续,想必也要从多个环节进行突破。在这一点上,阿玛尼集团同样也做的非常出色。

在原材料选择方面,阿玛尼集团所有产品只采用优质原材料,确保客户满意的同时也需符合可持续发展价值观。作为纺织工业中使用最多的原材料之一——棉花,集团在各种产品当中使用了有机棉,用于部分产品生产的棉花则与“Cotton made in Africa”倡议有关。这一倡议由The Aid by Trade Foundation基金会发起,确保棉花的可追溯性,并希望能够提高人们对保持土壤肥力和水道质量的种植技术的认识。此外,集团还加强了对工业废弃物等材料的回收和研究,其中回收的塑料瓶被制成了聚脂,回收的海中废弃渔网被制成尼龙,被用于后续生产当中。对于耗水、污染重大的牛仔面料,集团旗下的Emporio Armani通过创新工艺使用了基于壳聚糖的牛仔布,由于壳聚糖天然、可生物降解的特点,大大减少了生产当中的水和能源的消耗。

对于动物性原料,阿玛尼集团同样秉持着可持续发展及人道主义原则。从2016秋冬季开始,根据与Fur Free Alliance的协议,集团从所有系列中剔除了使用动物皮毛制成的产品。而从2022秋冬季开始,集团所有产品中也停止了对安哥拉羊毛的使用。

至于产品包装方面,集团使用的纸张和纸板均有森林管理委员会的认证,确保它们来自环境、社会和经济角度负责任地管理的森林,同时也在包装中优先考虑回收材料。在这种措施之下,集团所有生产线的购物袋均不含塑料插件,由再生纸制成的百分比从Giorgio Armani生产线的50%到Emporio Armani和Armani Exchange生产线的40%不等

只有通过整个价值链相关方的密切合作,才能打造出一款经得起时间考验的阿玛尼产品,成为创意、风格与创新融合的完美体现。对于可持续发展的重视,不仅体现在集团从自身的方方面面出发,还包括严格要求前段供应链的可持续。早在2013年,阿玛尼集团启动了监控供应链的流程,以符合集团定义的环境保护和安全的道德和社会原则以及现行法律,要求供应商遵循制定的《环境行为准则》,以从源头减少生产活动对环境造成的影响。

这份准则当中从环境管理体系、能源使用和温室气体、用水量、废水、空气排放、废弃物管理、噪音管理、有害物质、土地使用与生物多样性、环境紧急情况多方面进行了规定和约束,此外,亦明确制定了动物福利相关的条例。不可谓考量之充足。

作为签署《时尚公约》的行业领袖之一,阿玛尼集团对于生态保护的重视和可持续发展原则的贯彻,还体现在旗下Emporio Armani承诺的可持续发展计划。这项计划在米兰启动,与市议会和森林保护项目Forestami合作,品牌从2020年11月起开始支持城市区域内绿地的开发和改善,共同在米兰种植300棵树,目标在2030年达到300万棵。该倡议还将扩展到伦敦以支持Green Roof project绿色屋顶项目,以及慕尼黑和纽约,承诺维护一些城市公园,东京和法国Saint Martin d’ Ablois,到蒙古的一些省份和澳大利亚的部分地区,重新造林并帮助传播新的环境文化。

另外不容忽视的是,从2021年开始,阿玛尼集团在意大利的公司、办公室、生产基地和商店使用的电力完全来自可再生能源。位于欧洲和世界其他地区的分布和店铺也将采取同样的措施。

当今奢侈品牌投身可持续事业、承担起社会责任感是好事,但当涉及到行动层面,则面临着更多挑战和注意事项,同时还需面对公众的监督。Armani/Values网站通过展示历史上的重要项目以及正在取得重要进展的当前和计划中的项目,来讲述集团的故事,尤其聚焦于企业责任承诺。上述种种举措,皆可在该网站上一一查阅。将项目公布于众,将数据透明化,这份底气,显然来自于集团多年来的行动力。阿玛尼先生讲道:“Armani/Values本着更人性化的思想而上线。我们不能忘记过去做过的事情,而是应当记录下来。这一切都是为了地球。”

当被问及是否有想要向当下年轻人传递的信息,他深切表示:“每当在电视上看到新生儿在战争之中无助的眼神时,我都会痛心。有一次秀后新闻采访时,我甚至哭了。我一直扪心自问,有莫大的勇气才能让时尚行业对社会产生更大的作用,毕竟时尚也属于生活。所以对于时尚行业从业者和奢侈品购买者来说,不该夸大事实,而应该多多注重与外界的联系。”如此人文关怀,源自尊重,从一而终。



# Giorgio Armani: It's About Respect

Author: Yi Yi

Planner & interviewer: Chen Bo

Photographer: Gilles Marie Zimmermann

Producer: Magali

Photography assistant: Gaia Zimmermann





There was a time when companies were seen as purely profit-oriented systems with profit as the primary goal, but in the era of corporate social responsibility (CSR), that view has quietly changed.

Luxury brands were long perceived as indifferent to public issues. But with the development of the times and the continuous growth of luxury brands' global influence, the public has changed its perception of them, believing that they should took responsibilities to positively changing the existing dilemmas through their own actions and appeal. According to McKinsey's data, two-thirds of global consumers say they would avoid brands that are controversial on relevant issues. A Deloitte study of value-driven brands in 2019 also revealed that 55 percent of respondents believe that today's companies have a greater responsibility to address issues related to their purpose. In addition to consumers' attitudes, pressure from shareholders and employees is also driving CSR to grow. Philanthropy Advisors CEO Eric Berseth said: "Employees want to work for responsible companies. Customers want to spend more money on responsible products. Strategically speaking, it's a way for companies to connect themselves to having a positive impact on society." In such a social context, luxury brands started to actively engage in public welfare years ago, hoping to build a positive image in front of the public through actual deeds. Besides, the involvement in public welfare can also generate discussions about the brand, which can be a good public relationship action. In addition to the external environment, leaders of the luxury industry have stood up to assume their social responsibilities, which is of course partly out of their practical considerations. The eponymous brand of Mr. Giorgio Armani from Italy is well known in the luxury industry, and Armani Group is considered as Italian and global luxury industry giant. In our exclusive interview with Mr. Armani, he said that during his design, he also takes other factors into consideration besides customers' desire to buy, because "it's about respect." With this heartfelt respect and an innate sense of responsibility, Giorgio Armani launched the new Armani/Values website on the Earth Day, April 22, 2022. The website explores and traces the values that has always underpinned the designer's direction and corporate decisions, and that have helped build the core philosophy of the Armani Group. Mr. Armani said: "I believe that as a designer and an entrepreneur, I have an important role to lead by example while supporting others. In my practice, I have always believed in traditional and firm values. To this end, I follow the philosophy of 'less is more' and design timeless pieces of pure simplicity that will endure through time. I have always cared for humanity and the community, and I believe that businesses must give back while receiving. Likewise, we must care for the planet. I believe that fashion can contribute to the transformation that is taking place right now in so many ways, and that is what I am committed to. Values are important and I see them as the foundation. Through this website, I want to share a necessary and urgent responsibility: to invite all people to join forces to build a more responsible system." Well-structured and informative, the Armani/Values website has three sections: "People", "Planet" and "Prosperity". Combining video and text, it explains the group's diverse values of unity, timelessness, mobility, comfort, empowerment, inclusion, sustainability, self-discipline, independence, authenticity, and "less is more". The group's various projects on responsibility can be broadly divided into two categories: social responsibility and sustainable development.

Social responsibility

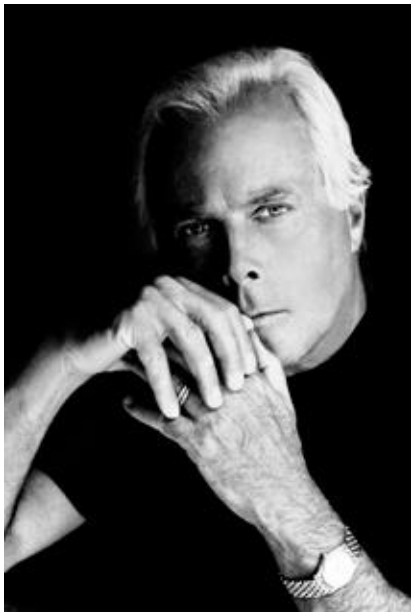
As the models walked through the silent space, the silent environment emphasized solemnity, and guests were freed from unnecessary distractions caused by the music and refocused their attention on the clothes. This special fashion show was the Giorgio Armani Fall Winter 2022-2023 show. Mr. Armani argues that "it would be out of place to play the music when it was ready, so we'd rather get rid of the background music", a decision, as he revealed to us, that was made five minutes before the show started. However, this is not the first time Mr. Armani has made changes to his fashion shows. Back in early 2020, he made a temporary decision to cancel the live fashion show and launch his Fall Winter 2020-2021 collection through live stream instead because of COVID-19 – a move that was certainly admirable in Milan, which was not yet seriously affected by the virus at the time, to protect guests, models, and show staff. During the curtain call, 12 Chinese models dressed in the Armani Privé collection inspired by Chinese elements previously designed by Mr. Armani appeared. Obviously, Mr. Armani wanted to express his best wishes to China and deliver goodness through the power of beauty – a reflection of his deep humanistic concern for China. Back in the early stage of the COVID-19 pandemic, Italy was also seriously impacted besides China. Mr. Armani, who had aspired to a career in medicine in high school, attended the medical school of the University of Milan, and even worked briefly in a hospital after graduation, reacted quickly to the crisis in his homeland. On March 26, 2020, the Armani Group announced that all of its Italian production plants had switched to producing disposable medical overalls for the individual protection of medical personnel fighting the virus. After donating €1.25 million to the Civil Protection Department, the Luigi Sacco University Hospital in Milan, the San Raffaele Hospital, the National Cancer Institute and the National Institute for Infectious Diseases Lazzaro Spallanzani in Rome, the group also donated €2 million to hospitals in Bergamo, Piacenza and Versilia in Tuscany. Mr. Armani also bought sections of major Italian newspapers and published an open letter to all medical workers. Later that year, with Europe still under the shadow of the epidemic, the Armani Group pledged to continue to donate a portion of the proceeds from Giorgio Armani's boutiques in Europe and other major cities around the world to charitable associations in 52 regions around the world. Mr. Armani told us that, in addition to its donations and actions during the COVID-19 pandemic, the group had done many things to give back to society. For example, as a supporting founder of the Teatro alla Scala, the Armani Group became a partner for the opening night of the Season 2021/2022 on December 9, 2021. A non-profit foundation since 1997, the Teatro alla Scala aims to promote the art of music in Italy and abroad through the preservation and promotion of its rich musical, artistic and technical heritage. At a time the entertainment industry was suffering from an unprecedented impact due to the pandemic, this generous act by the Armani Group undoubtedly demonstrates its strong support for the opera house and the music industry. Speaking of the action, Mr. Armani recalled to us the pomp of the opening night: "There were a lot of flowers, and people were happy and smiling in the opera house. Everything was very touching." In addition to its humanistic concern for unexpected social events and in the world of culture and entertainment, the Armani Group also practices its sense of social responsibility by supporting and actively participating in various initiatives in the community.

To mark the group's 40th anniversary, the Armani Group inaugurated in 2015 Armani/Silo – a vibrant open space created in collaboration with the Municipality of Milan. It stems from Mr. Armani's desire to offer the public, and in particular a new generation of creative dreamers, a rich and unique experience to promote understanding and interest in fashion and design and explore the relationship between fashion as well as history, photography, cinema, and art. It tries to achieve the aim through permanent collections, thematic exhibitions, historical archives, and other cultural activities. It has worked with the Ministry of Culture of Italy to carry out many projects and has collaborated with the POLI. Design for years. Other than Armani/Silo, the Armani Group's cultural and artistic care also extends to relic restoration, artistic patronage, and scientific patronage, such as support for the famous Pinacoteca di Brera in Milan, contributions to the restoration of the Abbey of San Fruttuoso in Genoa and the Villa Necchi Campiglio in Milan, support for the Pier Lombard Foundation, which focuses on experimenting and promoting new artists and art forms, and regular fundraising for breast cancer research. The Armani Group has also launched the Acqua for Life project to improve the water consumption level for people in areas where water is scarce from the three aspects of access to water, use of water and sewage treatment. After nine years and a total investment of around €7.7 million, the project has managed to reach more than 195,000 people in 238 communities on three continents (2018 figures), which is a

remarkable result.



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**Sustainable development**

Since the establishment of his eponymous brand Giorgio Armani in 1975, Mr. Armani has stood out from his fellow Italian designers with his decent and elegant designs and sophisticated and streamlined cuts, to the point of becoming a calling card of Italian fashion. This style has become more and more sophisticated over time, exuding the beauty of elegance, rationality and luxury. Such a brand image is undoubtedly rare in today's fickleness, and the consistent design language has become a rare sight in the current industry, where talents alternate frequently and brand image is volatile. In addition to his sense of social responsibility, Mr. Armani also focuses on the cause of sustainability, which he addresses from the design itself, that is, the fashion with a consistent style and aesthetics is somehow free from seasonal limitations or current trends, so the wearer avoids unnecessary purchases and thus realizes the multiple wears of fashion. This is a great success in Mr. Armani's opinion, but it is not to curb the creativity and the passion of the designer. "At 87 years of age, I'm still active in the industry. Passion for creating is still a very important factor," says he.

In addition to presenting fashions that stand the test of time, bringing meaningful designs is equally important to Mr. Armani. He notes: "What we want to do is to design clothes that have meaning, not just clothes that are meant to be shown on the runway. There are clothes that are only made to walk the runway, to look good for a photo shoot, or to be worn by celebrities, and those don't make sense. Although people have different views on this, I think we should slow down when it comes to the demand for new clothes. At the moment, we should calm down and think about things beyond that. Not everyone lives so bright and shiny, and we should always be concerned and compassionate."

Starting from fashion itself is part of the solution to sustainability. But as the fashion industry is huge and involves many upstream and downstream links, we may also make a breakthrough from multiple links if we want to achieve sustainability to a greater extent. In this regard, the Armani Group has also done an excellent job.

In terms of raw material selection, the Armani Group uses only high-quality raw materials for all its products, ensuring customer satisfaction while meeting sustainability values. Cotton is one of the most used raw materials in the textile industry. The Group uses organic cotton in a wide range of products, and the cotton used in some of its products is linked to the "Cotton made in Africa" initiative. This initiative, launched by the Aid by Trade Foundation, ensures the traceability of cotton and hopes to raise awareness of farming techniques that maintain soil fertility and rice quality. In addition, the group has stepped up its efforts to recycle and research industrial waste and other materials, including turning recycled plastic bottles into polyester and recycled discarded fishing nets from the sea into nylon and using them in subsequent production. For denim fabrics that consume a lot of water and are a major polluter, Emporio Armani, a brand of the group, uses denim fabrics based on chitosan through an innovative process, which greatly reduces water and energy consumption in production due to the natural and biodegradable characteristics of chitosan.

When it comes to animal-based raw materials, the Armani Group is equally committed to sustainable and humanitarian principles. The group had become fur-free since the Fall Winter 2016 collections under an agreement with the Fur Free Alliance. It has also stopped using Angora wool in all its products since the Fall Winter 2022 collections.

As for packaging, the paper and paperboard used by the group are certified by the Forest Stewardship Council (FSC), ensuring that they come from forests that are managed responsibly from an environmental, social and economic perspective. The group also gives priority to recycled materials in the packaging. Under this policy, packaging bags for all the group's lines are free of plastic inserts, and the percentage of packaging made from recycled paper ranges from 50% for the Giorgio Armani line to 40% for the Emporio Armani and Armani Exchange lines.

It is only through close cooperation with all stakeholders involved throughout the value chain that an Armani product that will stand the test of time and become the perfect expression of the fusion of creativity, style, and innovation can be created. The importance attached to sustainability is not only reflected in the group's approach to every aspect of its own business but also includes strict requirements for sustainability for the upstream of the supply chain. As early as 2013, the Armani Group launched a process to monitor its supply chain in order to comply with the ethical and social principles of environmental protection and safety defined by the group, as well as with the legislation in force, requiring suppliers to follow its Code of Conduct for Environment to reduce the environmental impact of production activities at the source.

The Code of Conduct includes regulations and restrictions on environmental management systems, energy use and greenhouse gases, water consumption, wastewater, exhaust emissions, waste management, noise management, hazardous substances, land use and biodiversity and environmental emergencies, as well as regulations related to animal welfare, which demonstrates the group's thorough consideration.

As one of the industry leaders who signed the Fashion Pact, the Armani Group's commitment to ecological protection and sustainability is also reflected in its Emporio Armani's commitment to sustainable development. This program was launched in Milan, in partnership with the City Council and the forest conservation project Forestami, where the brand had begun supporting the development and improvement of green spaces in urban areas since November 2020 by working together to plant 300 trees in Milan, with the goal of increasing the number of trees to 3 million by 2030. The program will also extend to London to support the Green Roof project, maintain urban parks in Munich and New York, and reforest and help to spread a new environmental culture in Tokyo, Saint Martin d'Ablais in France, some provinces in Mongolia, and parts of Australia.

Also not to be overlooked is the fact that, the Armani Group's companies, offices, production sites, and stores in Italy have switched to electricity generated exclusively by renewable sources from 2021. The same measures will be taken for premises and stores located in Europe and the rest of the world.

While it is good that today's luxury brands are committing to sustainable causes and assuming social responsibility, when it comes to action, they are facing more challenges and considerations, as well as public scrutiny. The Armani/Values website tells the story of the group by showcasing important projects in the past, current projects that are making significant progress, and planned projects for the future, with a particular focus on corporate responsibility commitments. All the above initiatives can be found on the website. The confidence to make its projects public and its data transparent clearly comes from the group's actions over the years. Mr. Armani comments: "Armani/Values is launched with a more humane mindset. We can't forget what has been done in the past but should record them. It's all about the planet."

When asked if there is a message he wants to communicate to the youth of today, he says with deep concern: "I ache every time I see on TV the helpless eyes of newborns in the midst of war. I even cried during one of the post-show interviews. I always ask myself, whether I have the great courage to make the fashion industry play a bigger role in society, because, after all, fashion belongs to life too. So for the fashion industry practitioners and luxury buyers, they should avoid exaggeration but focus more on the connection with the outside world." Such humanistic care is about respect and is always consistent.