

EMPORIO ARMANI

Emporio Armani celebrates Earth Day with a special collection of tote bags

Milan, 21 April 2023 – On April 22nd, in honor of Earth Day, Emporio Armani will launch a new initiative that further demonstrates the Armani Group's commitment to promote the responsible use of natural resources while safeguarding the environment, and to ensure that its activities are in complete harmony with the territory and the local communities in which it operates.

Developed in collaboration with Treedom - the platform that supports agroforestry projects around the world - the *Emporio Armani Project for Earth Day* entails the planting of a thousand trees in Africa, Latin America and Asia that can later be tracked through a dedicated QR Code.

Starting from the week of Earth Day celebrations, a special collection of Emporio Armani tote bags will be sold in selected Emporio Armani stores worldwide and online. The bags are entirely produced in Italy by four workshops belonging to the Fair Trade-certified Ethicarei production district and coordinated by the non-profit enterprise Alice Cooperative. Each workshop provides work for people from socially and economically fragile categories.

The bags are made using inventories to reduce waste and designed to minimize their environmental impact, in line with the circular economy principles underlying the Armani Group's sustainability strategy.

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