

Can luxury be sustainable?

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The third edition of the '1.618 Sustainable Luxury' fair took place in Paris at the end of March. Supported by the Ministry of Culture, the fair aims to educate, inform, and support the change for a more sustainable form of luxury.

Why it matters

It is an opportunity to demonstrate that ethics and the environment can be combined when looking at luxury products. As consumers become more aware of the impact of their behaviour on the planet, will we see a growth in sustainable products in categories that usually pride themselves on uniqueness and exclusivity?

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