

LUXURY AND SUSTAINABILITY

Roundtable Discussion hosted by
Ipsos Channel Performance and
Customer Experience
Spring 2023



An aerial photograph of a boat's bow, showing the wooden deck, a small cabin structure, and several coils of white rope. The boat is moving through clear, turquoise water, leaving a white wake. The perspective is from directly above the bow, looking forward.

Coming Together for Discussion and Sharing

On 16 February 2023, Ipsos brought together experts from various industries representing the Luxury sector for a closed-door guided discussion. This invite-only event was hosted by Kendra Jones (Ipsos UK) and the discussion was moderated by Stephane Paoli (Ipsos Switzerland) and Javier Calvar (Ipsos Hong Kong). It featured a short talk from Ipsos head of ESG Pippa Bailey to initiate the discussion.

The guest list and the organisations they represent remain confidential to ensure the participants are free to discuss these exciting topics with candour.

The discussion topics for this second in a series of three roundtable discussions were sourced from across Global Ipsos teams who work with clients in the Luxury sector, and the questions they have seen. The discussion prompt questions were as follows:

- How do you build sustainability?
- How innovative (or not) has luxury been at injecting sustainability?
- How do you communicate/position this to influence customer perceptions?
- How do you see inclusivity in the context of luxury being exclusive?
- How does a brand relate to a younger cohort from a sustainability view?
- What is the role of parallel models like rentals or the second-hand market?
- What is the future?

→ There were three key learnings that came out of this exciting discussion. . .

Key Learnings

1.

Truly sustainable products and services are those which consider sustainability along the way, in all elements of sourcing and production. Coupling this with true benefits to the consumer presents the opportunity for luxury to become synonymous with sustainability.

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Need to look at the impact – is the process to achieve this more harmful in the long run?

2.

The definition of luxury is changing with a new focus on sustainability, and new customers are coming in from different directions. Positioning the product as “something for the future” doesn’t just mean it lasts, but it thinks about the planet.

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Need to differentiate between an exclusive product and a place where all are treated well . . . Luxury is in the experience

3.

The focus has to be on how we make products and who makes them – ideally this will include designing for circularity from the outset, but this depends strongly on the category.

And, there are many ways circularity can take shape.

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Some handbag brands are offering a lifetime guarantee – this speaks to confidence in the craftsmanship

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About Ipsos Global Luxury Roundtable

A series of roundtable discussions hosted by Ipsos Channel Performance and Customer Experience with Luxury practitioners and experts who work across industries globally. We're an inclusive group who discuss and debate the key issues facing customer experience and channel performance management in a Luxury context. Findings, insights and new best practices are shared with peers across our community with a view to identifying and managing for the changing Luxury landscape.

If you have a topic suggestion, would like to get involved in a session roundtable or would like to contribute in any way, please contact

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