



**REGENERATION
2030**

Regeneration 2030: the next destination of Louis Vuitton's Committed Journey

At the heart of Louis Vuitton lies a simple truth since the first travel trunks were created: the world is meant to be explored. Today, as climate change, biodiversity loss, and water scarcity threaten our planet, Louis Vuitton is evolving its commitment guided by innovation and science—moving beyond preservation toward regeneration, supporting ecosystems and communities for generations to come.

Regeneration means rethinking how Louis Vuitton creates and transforming the way the House sources, designs and manufactures – to do more with less. It involves extending the life of its creations, accelerating innovation in materials, reducing transport impacts and lowering the environmental impact of operations and activities. Guided by Louis Vuitton's Creative Circularity approach, applied across the full life cycle of all creations, this effort mobilizes a global network of partners and integrates circular principles at every stage of the value chain.

This ambition builds on a long-standing commitment.

For years, Louis Vuitton has acted to extend the life of its creations, integrate eco-design across all product categories, windows, fashion-shows and exhibitions, reduce impacts from operations and apply high standards for sourcing and traceability across the value chain. Since 2020, these efforts have been structured under Our Committed Journey, Louis Vuitton's sustainable development roadmap, aligned with LVMH's LIFE 360 program. This progress both shapes and inspires the next phase and challenges the House to go further. Through the next chapter to 2030, Louis Vuitton mobilizes the full force of its ecosystem: teams across all métiers, workshops, stores, suppliers, partners and institutions – in a collective movement driven by cooperation and continuous improvement, towards regeneration. Regeneration 2030 is structured around three pillars: contributing positively to environmental transition, by continuing to deploy Circular Creativity, and innovating in sustainable operations – ensuring environmental impact is addressed across the full life cycle of each creation.





Regeneration 2030: the next destination of Louis Vuitton's Committed Journey

I. Sustainable Actions undertaken by Louis Vuitton from 2020 until 2025

1. Sourcing Responsibly
2. Acting on Climate Change
3. Committing to Circular Creativity

II. Concrete actions to look forward to until 2030 aligned with Regeneration 2030: the next destination of Louis Vuitton's Committed Journey

1. The environmental transition
 - A. Climate
 - B. Biodiversity
 - C. Water
2. Circular Creativity
 - A. Eco-designing products
 - a. Sustainable materials
 - b. Care&Repair
 - B. Eco-designing windows and events
 - C. Eco-designing digital and media
3. Innovation in sustainable operations
 - A. Supply chain traceability
 - B. Eco-manufacturing & Responsible Packaging
 - C. Low Carbon Transportation
 - D. Sustainable Architecture
4. Stakeholders' engagement

III. Three-year anniversary of People For Wildlife

I. Sustainable Actions undertook by Louis Vuitton from 2020 until 2025

Between 2020 and 2025, Louis Vuitton structured its environmental action around three priorities: sourcing responsibly, acting on climate change and advancing Circular Creativity – translating ambition into concrete actions across materials, energy, manufacturing, supply chain, and product innovation.

Objectives	KPIs	2020	2025
Deploy the strictest responsible sourcing standards for our raw materials	% Certified raw materials	52%	98%
Eliminate single-use virgin plastic in our packaging	% Single-use virgin plastic reduction in our packaging (vs 2019)	-16%	-90%
Equip our stores with energy efficient lighting systems	% Full LED stores	32%	91%
Run our workshops & logistics sites on renewable energy	% Renewable electricity in workshops and logistics sites	69%	95%
Integrate eco-designs processes for our products	% Product categories that integrated an environmental approach into their design	33%	100%
Repurpose locally materials used in our fashion shows	% Materials recycled or reused	93%	97%

1. Sourcing Responsibly

To strengthen responsible sourcing across materials and packaging, Louis Vuitton has significantly increased the share of certified and recycled materials over the past five years, rising from 52% in 2020 to 98% in 2025.

Today, 100% of the origins of the House’s natural raw materials – including plant- and animal-based alternatives – are traceable. No leather is sourced from areas subject to recent deforestation. This is a key area of focus, as raw materials account for approximately 50% of Louis Vuitton’s carbon footprint. The LV Rivoli sneaker, launched in April 2025, reflects the approach of responsible sourcing. It features a recycled sole developed through the recovery of 1,234 pairs of trainer soles to produce 3,000 pairs of Rivoli soles, incorporating 66% certified sustainable materials. The upper uses lower-impact leather sourced from LWG certified tanneries; the lining is composed of 87% recycled polyester and polyamide; and the laces are made from 100% recycled polyester.

Produced in Louis Vuitton’s Fiesso d’Artico workshop, powered by renewable electricity, the Rivoli sneaker represents the House’s first project developed within a closed-loop system, through collaboration between internal teams and external partners.

Across packaging, the House has also reduced single-use virgin plastic by 90% compared to 2019. Initiatives to improve recyclability include the elimination of 33 tons of magnets per year through the transition to mono-material gifting box – contributing to an estimated reduction of 1,800 tons of CO₂ emissions – and the progressive shift of felt bags from conventional cotton to certified organic cotton and recycled cotton.



Magnet-free packaging
Rivoli sneakers

2. Acting on Climate Change

In line with its climate commitments and its contribution to the objectives of the 2015 Paris Climate Agreement, Louis Vuitton established in 2021 a climate trajectory to reduce greenhouse gas emissions.

Main contributors are raw materials, transportation and energy consumption; thus, Louis Vuitton's action plan to reduce CO2 emissions focuses on responsible sourcing, low carbon transportation and less & better energy program.

Responsible sourcing focused on certified and recycled raw materials allowing to decrease emission factor for each of Louis Vuitton's strategic raw materials; for example, switching from conventional to recycled cotton allows to reduce related carbon emissions by 50%.

Transportation is also a priority area for reduction. Innovation plays a key role in reducing the environmental impact of Louis Vuitton's supply chain and logistics. For example, in partnership with French startup Grain de Sail, Louis Vuitton is testing lower carbon transatlantic shipping solutions using sailing cargo vessels, with nine crossings completed in 2024 and 2025. This initiative forms part of a broader effort of the House to rethink logistics particularly reducing transport-related emissions.

Finally, Louis Vuitton is aiming to decrease energy consumption. In Louis Vuitton's workshops it decreased by 30% between 2021 and 2025, following the implementation of a comprehensive energy reduction plan. Dedicated teams at each site support continuous knowledge sharing and deploy energy-efficiency initiatives across workshops. Recent workshops, such as l'Oratoire in central of France, are designed using a bioclimatic approach to reduce energy demand at source, achieving up to 40% greater efficiency compared with earlier facilities.

In addition, Louis Vuitton is accelerating the use of renewable energy: in 2025, 95% of the electricity consumed in workshops came from renewable sources, compared with 69% in 2020. As an example, ten workshops and logistic sites are now fully equipped with photovoltaic panels. Louis Vuitton's climate action also extends to stores. Today, 91% are equipped with energy-efficient LED lighting systems, compared with 32% in 2020, contributing to significant reductions in lighting-related energy consumption.



l'Oratoire workshop



3. Committing to Circular Creativity

Louis Vuitton applied circular principles across products, windows, and events. In 2025, all product categories integrate environmental criteria starting at the design stage.

The House's Circular Creativity strategy is structured around four action levers: reducing consumption of raw materials and the generation of waste; reusing scraps and surplus materials wherever possible; recycling materials that cannot be reused; and designing long-lasting products, including through refillable formats and expanded Care and Repair services.

Refillable/Rechargeable products

Over past five years, Louis Vuitton has introduced eco-designed refillable formats across several product lines. All fragrances and products from La Beauté Louis Vuitton lines are designed to be refillable.

Reuse initiatives

The Boro Landscape Denim collection, presented during the Men's Fashion Show in January 2025, reinterpreted iconic bags such as the Speedy, Keepall, and Neverfull using denim panels sourced from existing stock (over 3,000 linear meters). Linings were produced from reused materials, and handles were crafted from 100% lower-impact leather sourced from LWG certified tanneries.



Fragrance Imagination, photo by Peter Langer
LV Rouge Matte 103 Vanity Beige lipstick

Speedy 25 Boro Denim

Finally, Louis Vuitton seeks to reduce the environmental footprint of the fashion shows, exhibitions and windows across their life cycle: first by prioritizing renting, then by choosing certified/recycled materials when designing and finally by reusing or donating at the end of use.

Thereby, in 2025, 97% of materials used in fashion shows were reused or recycled.

For the Cruise 2026 show in Avignon, wood and paper were 100% certified and sourced from responsibly managed forests and in total, 96% of materials were reused, recycled or donated. For the Men Spring-Summer 2026 show at Centre Pompidou in Paris, more than half of materials were rented.

Material reuse also extends to retail and cultural installations. In March 2025, 6,000 linear meters of Monogram canvas were repurposed for the Faces and Tools window displays. In November 2025, 243 m² of Monogram canvas from dormant stock was repurposed to cover walls in the Monogram room of the Visionary Journey cultural exhibition in Seoul.







II. Concrete actions to look forward to until 2030 aligned with Regeneration 2030: the next destination of Louis Vuitton's Committed Journey

In alignment with LVMH's environmental program LIFE360 and building on the House's environmental achievements between 2020 and 2025, Louis Vuitton is establishing its Environmental Roadmap 2026-2030, dedicated to climate and nature regeneration.

This strategy adopts a holistic approach across climate and biodiversity, while elevating water as a new strategic priority, integrating these priorities throughout the value chain and in collaboration with a broad network of partners. The roadmap is guided by science and innovation and applied across all métiers, engaging employees, suppliers and partners in its implementation. It embeds regeneration at the heart of Louis Vuitton's strategy and is structured around three pillars: contributing positively to environmental transition, by continuing to deploy Circular Creativity and innovating in sustainable operations.

1. The environmental transition

Louis Vuitton's environmental transition focuses on three priority areas: climate, biodiversity and water.

A. Climate

Louis Vuitton is committed to reducing absolute CO₂ emissions across its value chain. Its decarbonization trajectory contributes to LVMH's global greenhouse gas reduction targets, is aligned with the Paris Agreement, and was validated by the Science-Based Target Initiative (SBTi) in 2025.

B. Biodiversity

A key objective of the roadmap is to contribute to the restoration and preservation of one million hectares of flora and fauna habitats. This includes support for regeneration programs such as the People For Wildlife partnership and the development of supply chains for strategic natural raw materials sourced from regenerative agriculture. Indeed, recognizing that preservation alone is no longer sufficient, the House launched a program in 2023 to progressively integrate leather sourced from regenerative agriculture. Dedicated supply chains for regenerative cotton and wool are also under development to support the scaling of regenerative sourcing for natural materials.

C. Water

As part of its 2026-2030 environmental roadmap, Louis Vuitton places is elevating water as a strategic priority, with a target to reduce water consumption by 30% across its own sites by 2030. This includes continued efforts to improve water efficiency and stewardship, across operations, alongside support for a water resilience initiative developed in partnership with WWF and local experts. The pilot project, located in the Drôme-Ardèche region, will engage 8-10 farmers between 2025 to 2028 to support the transition towards more water-efficient agricultural practices, with a focus on water optimization and climate adaptation.

2. Circular Creativity

Louis Vuitton continues to deploy its Circular Creativity approach across its creations, integrating durability, reuse and repairability from the design phase.

A. Eco-designing products

a. Sustainable materials

The objective of increasing the use of certified and recycled materials remains central to the roadmap, including a target of integrating a minimum of 20% recycled or bio-sourced content into products, alongside the sourcing of strategic natural raw materials from regenerative agriculture.

In February 2025, Louis Vuitton introduced a denim zip-up jacket in its Women's Ready-to-Wear line crafted from fully traceable cotton certified as originating from Spanish farms implementing.

b. Care&Repair

Extending the lifespan of creations remains a core principle of the House. Repair has been part of Louis Vuitton's heritage since its founding. Today, the Care & Repair service covers all product categories, with nearly 600,000 items restored each year by 400 artisans across 11 ateliers in eight countries.

As Louis Vuitton celebrates 130 years of the Monogram, we are reminded that each bag is not only a piece of creative craftsmanship, but also a lifelong companion, bearing stories of the past and the future.

The celebration began at the start of the year with a campaign highlighting five timeless icons –Keepall, Speedy, Alma, Noé, and Neverfull– faithful companions in the Art of Travel. Embodying the House's Care & Repair philosophy, each piece is designed not only for elegance and utility but as a lasting legacy, a cherished creation meant to be preserved, cared for, and passed down through generations.

To mark the 10th anniversary of the Horizon suitcase, Louis Vuitton introduced the Horizon Aluminum, designed by Marc Newson. Its shell, composed from at least 65% recycled aluminum, is embossed with the Monogram via high-pressure stamping. The suitcase features a modular design to facilitate repairs and is designed to be recyclable – conceived as a long-lasting companion across generations.

B. Eco-designing windows and events

Eco-designing Louis Vuitton's window displays, fashion shows, and exhibitions remains a key element of the 2030 roadmap, with reinforced environmental criteria. Scenography will prioritize rented, reused, recycled, or certified materials wherever possible, integrating environmental considerations into the design and production of creative projects.

C. Eco-designing digital and media

Since 2020, Louis Vuitton has monitored the carbon footprint of digital services on an annual basis and implemented a structured action plan, supported by a network of 10 ambassadors. Key initiatives include extending the lifespan of equipment and raising awareness among employees worldwide through Green IT training modules and the Digital Fresk program.

In 2025, the House launched a collaboration with high-performance data centers selected for their environment performance, and introduced eco-design principles for digital services, including the Louis Vuitton website. By 2030, Louis Vuitton aims to reduce CO₂ emissions linked to its technology services by 20% compared to 2018 levels, while developing governance frameworks to manage the environmental impact of internal AI usage.



LOUIS VUITTON
LE MONOGRAM, TRANSCENDING GENERATIONS SINCE 1896

3. Innovation in sustainable operations

A. Supply chain traceability

This pillar includes strengthened objectives for supply chain traceability, with the integration of enhanced traceability systems for its strategic raw materials and products to improve transparency and accountability across sourcing.

B. Eco-manufacturing & Responsible Packaging

Louis Vuitton is advancing an eco-manufacturing approach within its workshops, prioritizing circularity and the reuse and recycling of strategic raw material waste.

All the leather goods workshops are already committed to a zero-waste approach based on reduction, reuse, recycling, contributing to an 8.5% reduction in production waste by 2025. In addition, 45 tons of materials and dormant stock have been repurposed into new creations.

The House is also extending its objective to eliminate virgin single-use plastic to include packaging received from suppliers for raw material conditioning.

C. Low Carbon transportation

Louis Vuitton plans to increase the share of its distribution operations using low-carbon transport modes. Currently, 25% of its transport relies on maritime freight or lower-carbon alternatives, including electrical trucks, sailing cargo vessels and rail.

D. Sustainable Architecture

The House is also committed to integrating sustainable architecture principles across its global network of stores and sites. All new construction and major renovations, including workshops and stores, are intended to meet recognized environmental certification standards.

Existing certified locations include Life Bronze in Kuala Lumpur TRX and Florence, LEED Gold in Amsterdam PC Hoofstraat and Vienna, and LEED Silver in Tokyo Ginza Namiki.

Louis Vuitton store in Vienna,
by Stéphane Merate





4. Stakeholders' engagement

Louis Vuitton is embedding its new environmental roadmap across its global network of employees and partners, recognizing that implementation depends on collective action.

Louis Vuitton has set an objective to train 100% of employees on the House's environmental commitments; 11,500 employees across headquarters and workshops have already received training. Additionally, in 2025, 200 suppliers participated in dedicated engagement sessions aligned with the LVMH LIFE Business Partners program to support alignment with Louis Vuitton's environmental objectives.

By strengthening collaboration across its value chain, Louis Vuitton, aims to integrate environmental considerations at every stage—from raw materials and packaging to products, transport, stores and exhibitions—contributing long-term resilience.

III. Three-year anniversary of People For Wildlife

Since February 2023, Louis Vuitton has partnered with the conservation charity People For Wildlife to support biodiversity regeneration initiatives in Northeast Australia. The partnership combines scientific research and sustainable land management practices developed in collaboration with local communities to better understand and address biodiversity decline and climate impacts.

People For Wildlife's model supports nature conservation by enabling local communities to generate sustainable income through responsible harvesting of natural resources, fostering their investment in conservation efforts and establishing indigenous-owned businesses. To facilitate growth, the organization has invested in personnel to assist with nature economic businesses' establishment and development.

This five-year environmental partnership supports the protection and restoration of biodiversity across a 400,000-hectare landscape in northeast Australia. The initiative contributes to LVMH's objective of rehabilitating five million hectares of flora and fauna habitat by 2030 and aligns with the commitments of the UN Biodiversity Conference Agreement (COP15) to protect 30% of the planet's land by 2030.

The reserve hosts approximately 4,300 fauna and flora species, of which 293 are classified as endangered, including the Jardine River Turtle, Saltwater Crocodile, Metallic Starling and Palm cockatoo. Annually, 97 kilometers of fire breaks are established to protect 300,000 hectares of land from wildfire including up to 70,000 hectares of sensitive wetland habitat.





In September 2024, research and conservation efforts began to support the palm cockatoo, an endangered species in Australia, as Apudthama is one of its last remaining sanctuaries in Australia and represents a critical area for the species' conservation. Activities include the installation of artificial nesting hollows made from fallen trees and the enhancement of existing hollows to improve breeding conditions.

In December 2025, the first successful breeding in one of the artificially created hollows has been recorded.

In October 2025, People For Wildlife received the prestigious Australian Geographic Award for Nature in recognition of this work. Biodiversity monitoring conducted through the partnership has identified three previously undocumented species – two chanterelle mushroom species likely endemic to the Apudthama region and a grey and brown python. Research has also advanced on species including quolls, metallic starlings and the blue-tailed monitor.

About People For Wildlife

People For Wildlife works to preserve and restore biodiverse landscapes by advancing market-based conservation. We do this by creating partnerships with industry-leading businesses and Indigenous communities, to build economies around sustainable, boutique supply chains for natural materials that support local livelihoods.

For further information on the partnership :

[Louis Vuitton & People For Wildlife | LOUIS VUITTON](#)

About Louis Vuitton

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality and preserving biodiversity. Today, the Maison remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine "Art of Travel" through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewellery and fragrance. These carefully created products are testament to Louis Vuitton's commitment to fine craftsmanship.

For further information: www.louisvuitton.com