

PRESS RELEASE

POSITIVE LUXURY PREDICTIONS REPORT 2022: THIS IS NOT A DRILL

PRESS RELEASE: 10TH JANUARY

10 January - Positive Luxury shares predictions report 2022. It marks the turn of a year of hope and a wave of change for the luxury industry.

“Positive Luxury’s 2022 Predictions Report comes at a pivotal time, at the onset of a year marked by both great hope and great uncertainty for the decade ahead. By some accounts, 2022 will be the first full year in the decisive 2020s that have been heralded as the ‘climate decade’, and the last real chance to make the necessary changes in order to preserve the planet for future generations.” - Diana Verde Nieto

Insights from the report

1. 2022 is no longer the beginning of the decade that prepares for climate adaptation – it is the year to take tangible action to protect, replenish and rebuild what we have left.
2. Acting now is no longer about preserving the luxuries we love. Acting now is about finding alternative ways of doing business
3. 10% of the world’s population was responsible for 50% of the manmade greenhouse gases added to the atmosphere between 1990 and 2015. The richest 1%, meanwhile, accounted for 15% of emissions.

Read full report [here](#)

Summary of report:

Foreword with Diana Verde Nieto

Chapter 1: The Rise of Resilience

In depth: Fine wines

In depth: Travel

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Chapter 2: The transparency revolution

Chapter 3: Sustainability legislation goes global

Chapter 4: The Gen Z myth

Chapter 5: 'Another world is possible'

Closing thoughts with Amy Nelson-Bennet

You can register for the webinar - 2022 Predictions Report - Thursday 13th 2022 at 3pm

<https://www.bigmarker.com/positive-luxury/XXX>

ABOUT POSITIVE LUXURY

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify receive the Butterfly Mark, a globally respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

ESG+ ASSESSMENT

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework is the only one designed for the specific social, environmental and material risks of the luxury industry.

THE BUTTERFLY MARK

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers and suppliers that evidence tangible action to making a positive impact on nature and society. It has been created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

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