**VERSION 2**

Good morning,

I wanted to get in touch with the offer of an interview with female founder - **Diana Verde Nieto Co-CEO of Positive Luxury** - to mark the launch of **Positive Luxury's**new**Connected Butterfly Mark going live** this September.

The original Butterfly Mark certification was launched by Positive Luxury in 2011 as globally respected trust mark to provide independently verified evidence that organisations who use the logo meet the highest standard of sustainability.

Their newdigital **Connected Butterfly Mark** will enable organisations to demonstrate directly to their customers the brand's sustainability performance with transparency and confidence.  The tool can be embedded and accessed on a brand’s website or retailers’ product pages by clicking a widget button, or via hyperlink, QR code or NFC tag directly from the product or retail environment itself.  An industry first, brands such as *Smythson, Anya Hindmarch, Etro and 111Skin amongst* others have all been signing up to adopt this exciting new technology.

 We would love to give you the exclusive interview with Diana on the launch – so please do let me know if you’d like to discuss further.

Warmest,

Zoe

Female Founder:   Diana Verde Nieto Co-founder and Co-CEO of Positive Luxury

**Diana Verde Nieto Co-founder and Co-CEO of Positive Luxury**

Diana Verde Nieto is the Co-founder and Co-CEO of Positive Luxury. The company helps luxury brands, retailers and suppliers adapt to the new sustainability economy with expert advice, industry analysis and independent certification, keeping them at the forefront of the world’s rapid transition towards a sustainable future.   Positive Luxury was founded in partnership with Karen Hanton MBE, founder of Top Table. The two trailblazing entrepreneurs combined their experience and knowledge to use technology to demystify sustainability and positively communicate a brand’s actions directly to the consumer. Diana’s entrepreneurial spirit has driven innovation in the way that brands communicate their commitment to social and environmental sustainability, enabling organisations to unlock the value of their investment in this area. This began with founding the first international sustainability communications consultancy in 2002 which Diana built to international success with a presence in five markets, including China and the USA, at the time of exiting the business in 2008. Diana holds a degree in Global Leadership & Public Policy from Harvard Kennedy School. Diana is a globally recognised figure in the sustainability field, honoured by the World Economic Forum as a Young Global Leader in 2011 and subsequently being trained by former US Vice President, Al Gore. Diana serves on many advisory boards, frequently teaches at Cambridge Judge School and Oxford Said School and has been awarded an honorary professorship at Glasgow Caledonian University.

**A Quote from Diana Verde Nieto**

“Consumers, employees, and the investment community are demanding transparency and accountability from brands, and our new Connected Butterfly Mark answers to that. From a single source of truth, our ESG+ assessment data (environmental, social, governance and innovation), people can easily access an unparalleled depth of verified ESG+ verified performance data, honestly mapping a brand’s sustainability journey and clearly stating actions and ambitions. This level of disclosure raises the bar, for luxury and beyond.”  **Diana Verde Nieto Co-founder and Co-CEO of Positive Luxury**

**About Positive Luxury**

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy, keeping clients ahead of cultural and economic shifts. The company’s unique four-part methodology is the only sustainability programme designed specifically for the luxury industry and incorporating a unique focus on innovation. Rejecting the traditional model rating past performance, Positive Luxury provide clients with clear gap analysis and tools enabling them to transform their organisation toward a fully sustainable business model, as well as the diagnostic and communication tools to foster trust from all stakeholders: consumers, customers, employees, shareholders and investors.

Companies that meet Positive Luxury’s exacting standards for certification are awarded the Butterfly Mark, a globally respected trust mark and independently verified evidence that they meet the highest standard of sustainability best practice across ESG+: environmental, social, governance and innovation. With a growing community of nearly 200 luxury companies, Positive Luxury has created a community of brands, retailers and suppliers taking tangible action – measuring, managing and reporting their net positive impact across ESG factors and leveraging sustainability as a force for good for business, nature and society.

**What is the Connected Butterfly Mark?**

Positive Luxury announces the launch of new digital Connected Butterfly Mark tool which enables organisations to demonstrate their sustainability performance with transparency and confidence, offer honest differentiation and build trust with their stakeholders.  The tool can be embedded on company websites or retailers’ product pages, and launched by clicking a widget button or via hyperlink, QR code or scanning an NFC tag.

From a single source of truth – the Butterfly Mark assessment ESG+ performance data – the new digital Connected Butterfly Mark tool enables organisations to confidently provide full transparency on their ESG+ performance, sustainability journey and 2030 targets.

**Key Features**

Total and deeper ESG+ performance scores, educational content for conscious consumers, other certifications & accreditations, United Nations SDG targets, an areas of excellence map, a sustainability journey tracker, positive actions and company information. There are three tiers of transparency for companies to choose from.

 @Positiveluxury

[https://www.positiveluxury.com](https://www.positiveluxury.com/)

**VERSION 1**

Dear -,

I wanted to get in touch with the offer of an exclusive interview with **Diana** **Verde Nieto,**Co-CEO of Positive Luxury, to mark the launch of **Positive Luxury's**new**Connected Butterfly Mark**– going live this September.

The original Butterfly Mark certification was launched by Positive Luxury in 2011 as globally respected trust mark to provide independently verified evidence that organisations who use the logo meet the highest standard of sustainability.

Their newdigital **Connected Butterfly Mark** will enable organisations to demonstrate directly to their customers the brand's sustainability performance with transparency and confidence.  The tool can be embedded and accessed on a brand’s website or retailers’ product pages by clicking a widget button, or via hyperlink, QR code or NFC tag directly from the product or retail environment itself.  An industry first, brands such as *Smythson, Anya Hindmarch, Etro and 111Skin amongst* others have all been signing up to adopt this exciting new technology. We would love to give you the exclusive interview with Diana as well as some of the brands who have signed up. Please let me know if you’d like to discuss further.

Warmest,

Zoe

Positive Luxury announce the launch of new digital Connected Butterfly Mark.

Positive Luxury announce the launch of new digital **Connected Butterfly Mark** which enables organisations to demonstrate their sustainability performance with transparency and confidence, offer honest differentiation and build trust with their stakeholders.  The tool can be embedded on a company’s website or retailers’ product pages, and launched by clicking a widget button, or via hyperlink, QR code or scanning an NFC tag.

**A Quote from Diana Verde Nieto**

“Consumers, employees, and the investment community are demanding transparency and accountability from brands, and our new Connected Butterfly Mark answers to that. From a single source of truth, our ESG+ assessment data (environmental, social, governance and innovation), people can easily access an unparalleled depth of verified ESG+ verified performance data, honestly mapping a brand’s sustainability journey and clearly stating actions and ambitions. This level of disclosure raises the bar, for luxury and beyond.”  **Diana Verde Nieto Co-founder and Co-CEO of Positive Luxury**

**What is the Connected Butterfly Mark?**

From a single source of truth – the Butterfly Mark assessment ESG+ performance data – the new digital Connected Butterfly Mark tool enables organisations to confidently and honestly provide full transparency to consumers on their ESG+ performance, sustainability journey and 2030 targets.

**Truly connected, easy to install**

Easy for clients to install via plug-ins. And through the tool’s passport office, consumer data is directly accessible to Butterfly Mark certified brands adopting the tool. Blockchain-ready, the Connected Butterfly Mark has been designed to provide product-level traceability in phase 2 (2023).

**Key Features**

Total and deeper ESG+ performance scores, educational content for conscious consumers, other certifications & accreditations, United Nations SDG targets, an areas of excellence map, a sustainability journey tracker, positive actions and company information. There are three tiers of transparency for companies to choose from.

**About Positive Luxury**

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy, keeping clients ahead of cultural and economic shifts. The company’s unique four-part methodology is the only sustainability programme designed specifically for the luxury industry and incorporating a unique focus on innovation. Rejecting the traditional model rating past performance, Positive Luxury provide clients with clear gap analysis and tools enabling them to transform their organisation toward a fully sustainable business model, as well as the diagnostic and communication tools to foster trust from all stakeholders: consumers, customers, employees, shareholders and investors.

Companies that meet Positive Luxury’s exacting standards for certification are awarded the Butterfly Mark, a globally respected trust mark and independently verified evidence that they meet the highest standard of sustainability best practice across ESG+: environmental, social, governance and innovation. With a growing community of nearly 200 luxury companies, Positive Luxury has created a community of brands, retailers and suppliers taking tangible action – measuring, managing and reporting their net positive impact across ESG factors and leveraging sustainability as a force for good for business, nature and society.

**About Diana Verde Nieto Co-founder and Co-CEO of Positive Luxury**

Diana Verde Nieto is the Co-founder and Co-CEO of Positive Luxury. The company helps luxury brands, retailers and suppliers adapt to the new sustainability economy with expert advice, industry analysis and independent certification, keeping them at the forefront of the world’s rapid transition towards a sustainable future.   Positive Luxury was founded in partnership with Karen Hanton MBE, founder of Top Table. The two trailblazing entrepreneurs combined their experience and knowledge to use technology to demystify sustainability and positively communicate a brand’s actions directly to the consumer. Diana’s entrepreneurial spirit has driven innovation in the way that brands communicate their commitment to social and environmental sustainability, enabling organisations to unlock the value of their investment in this area. This began with founding the first international sustainability communications consultancy in 2002 which Diana built to international success with a presence in five markets, including China and the USA, at the time of exiting the business in 2008. Diana holds a degree in Global Leadership & Public Policy from Harvard Kennedy School. Diana is a globally recognised figure in the sustainability field, honoured by the World Economic Forum as a Young Global Leader in 2011 and subsequently being trained by former US Vice President, Al Gore. Diana serves on many advisory boards, frequently teaches at Cambridge Judge School and Oxford Said School and has been awarded an honorary professorship at Glasgow Caledonian University.

@Positiveluxury

[https://www.positiveluxury.com](https://www.positiveluxury.com/)