

Known for creating timeless luxury fashion, Cecilie Bahnsen has been awarded the Butterfly Mark certification for a second time recognising their continuous improvement, embedding measurable, sustainability practices across the business.

To interview Positive Luxury Co-Founder, Diana Verde Nieto on sustainability, Butterfly Mark certification and transparency [get in touch](#).

CECILIE BAHNSEN IS RE-CERTIFIED WITH THE BUTTERFLY MARK

20th April 2023: Responsibility is embedded in Cecilie Bahnsen's ethos, taking a thoughtful and considered approach to each timeless piece created. Working with Positive Luxury, Cecilie Bahnsen continues to show positive transformation and their unwavering desire to reduce their impact.

In order to achieve the Butterfly Mark certification, companies must achieve a minimum of 50% in each area of ESG+ assessment: Cecilie Bahnsen achieved 61% in Environment, 64% in Social and 69% in Governance, demonstrating a 174% improvement excelling in the following areas:

CLIMATE, WASTE AND CIRCULARITY: In 2022, Cecilie Bahnsen began its first carbon assessment, to understand and minimise their negative impact. Actively seeking ways to reduce waste production and adopt a circular fashion business model it's made to order Encore collection uses surplus fabrics from previous seasons. A unique fabric composition ensures garment longevity and in 2023 Cecilie Bahnsen will offer a repair service to further extend their product life cycle. Going further, the brand has partnered with Nona Source buying surplus fabrics that will be reimaged for its 2023 season garments – the first products will be available in the FW23 collection.

RESPONSIBLE SOURCING: With a primarily Europe based supply chain, Cecilie Bahnsen maintains visibility and limits carbon emissions through logistics. Through continuous research and responsible sourcing practices, the brand is working to find alternatives to less sustainable materials, making the decision to switch to Organic Cotton, Recycled Faille and Recycled Cashmere in recent years. Partnerships with likeminded environmentally focused companies allows excess stock to be used – the Cecilie Bahnsen x Asics collaboration, which produced a limited up-cycled capsule collection, is just one example.

KINSHIP & COMMUNITY: Cecilie Bahnsen encourages leadership, empowerment of women, the celebration femininity, and is an equal opportunities employer with zero-tolerance against any forms of harassment and violence – with performance reviews offered to ensure professional development and growth. Community is a key part of the brand ethos, supporting various charities including Red Cross and a portion of their Asics up-cycled trainers sales were donated to Right to Play – a non-profit organisation using play to empower vulnerable children to overcome the effects of war, poverty and disease.

TRACEABILITY & TRANSPARENCY: Close supplier relationships allows its sustainability objectives to be clearly communicated and contributes to the primary objective of being honest and transparent with all stakeholders. Taking transparency further, as part of the Edition collection customers can follow the journey of their product from raw material to finished product as well as register ownership of the garment. The brand has also aligned with five UN SDGs focusing on climate action and water, responsible production patterns, gender equality and sustainability development through inclusive employment – further evidence that sustainability is embedded across all business practices.

Positive Luxury's four-part methodology is uniquely tailored for the luxury industry, and the only certification that focuses on innovation and future sustainability risks. The Butterfly Mark is an

independent certification verifying to consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain.

“We are delighted to re-certify Cecilie Bahnsen with the Butterfly Mark. The company has been on a sustainability journey since inception. Cecilie and her team keep challenging the industry by actively seeking ways to reduce production waste and adopting a circular fashion business. Encore is testament to that.” **Diana Verde Nieto, Co-Founder of Positive Luxury**

“We are excited to continue our journey towards responsibility with the support of Positive luxury and re-certification with the Butterfly Mark. We continue to strive to create timeless garments with longevity, designed to cherish, to keep, to share, to lend, to pass on. Re-certification with the Butterfly Mark signifies our continued efforts to constantly improve and look for innovative ways to create that keep our planet and our people top of mind.” - **Cecilie Bahnsen, Founder & Creative Director of Cecilie Bahnsen**

Other luxury brands that have been awarded with the Butterfly Mark include Monica Vinader, Tom Ford Beauty, Dior Couture, MCM, IWC Schaffhausen, Belvedere, The Macallan, Anya Hindmarch and more. By continuing as part of the Positive Luxury brand community, Cecilie Bahnsen will continue to strive in exceeding standards set for social and environmental frameworks.

Learn more about Cecilie Bahnsen at: <https://www.positiveluxury.com/our-members/cecilie-bahnsen/>

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 and diagnostic tool is the only one designed for the specific social, environmental and material risks of the luxury industry helping organisation determine their ESG risk profile, through gap analysis and material ESG issue forecasting.

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.

ABOUT CECILIE BAHSEN

Cecilie Bahnsen operates at the intersection of couture and ready-to-wear to create luxury clothing with a relaxed and timeless style designed to treasure, share, lend and to pass on. Responsibility is embedded in Cecilie Bahnsen's ethos, taking a thoughtful and considered approach to each piece that is created.