

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Joanna Macdonald, Founder & Creative Director of Piper & Skye on sustainability, Butterfly Mark certification and transparency [get in touch](#).

PIPER & SKYE AWARDED THE BUTTERFLY MARK

Piper & Skye is a luxury handbag and accessories brand that sets the highest standards for design and function. Piper & Skye aims to raise the bar in the industry and inspire others to follow suit offering responsible luxury fashion.

By using exotic skins that are socially responsible and ethically sourced, Piper & Skye's handbags and accessories are crafted with care and respect for both people and planet. The brand's dedication to responsible luxury extends beyond their materials to every aspect of their company operations and supply chain. Piper & Skye continually evaluates their practices to ensure they leave a positive impact and surpass expectations for responsible luxury in today's market.

Piper & Skye's ultimate goal is to lead the way in responsible luxury and inspire others in the industry to do the same, every step of the way. By partnering with the esteemed organisation Positive Luxury, Piper & Skye have embarked on a certification journey that exemplifies their leadership in sustainability. By placing responsibility, respect, and community at the heart of the business, this handbag brand is making a positive impact in a world where sustainable fashion is increasingly important.

In order to achieve the Butterfly Mark, companies must embed measurable sustainability practices through their operations, and achieve a minimum of 50% in each pillar of ESG assessment: Environment, Social and Governance. Piper & Skye achieved 71% in Environment, 73% in Social and 73% in Governance, excelling in the following areas:

- **CLIMATE & CIRCULARITY:** Piper & Skye is leading the charge in reducing the carbon footprint of their products by embarking on a comprehensive three-stage process. The first stage involved a meticulous carbon modelling of their primary material, pirarucu leather - a unique fish skin that sets their products apart. In the second stage, set for completion by the end of 2023, Piper & Skye will measure the carbon emissions of each product to inform their reduction targets. Through third-party audits and extensive comparisons with traditional bovine leather, Piper & Skye has already discovered that the emissions profile of pirarucu leather is an astonishing 12 times lower. Taking sustainability further, Piper & Skye is dedicated to extending the life cycle of their products by offering lifetime repairs, encouraging customers to return unwanted items, and donating used products to local charities. Any remaining materials are expertly disassembled for reuse in other products, reducing waste generation wherever possible. By prioritising responsible practices and demonstrating a clear commitment to reducing their carbon footprint, Piper & Skye is setting a new standard for sustainability in the fashion industry.
- **RESPONSIBLE SOURCING & BIODIVERSITY:** Piper & Skye has a thorough sustainable sourcing strategy focused on material origins, animal welfare, circularity, biodiversity and chemical content in sourced primary materials. In order to maintain healthy populations and protect surrounding ecosystems, Piper & Skye uses local Florida invasive python and wild American alligator skins in their collections – whilst operating under the CITES framework to

ensure it does not threaten the survival of the species. With a tanning process that is 100% free from harmful chrome, nanoparticles, synthetic dyes and artificial fragrance, water is collected for pH balancing and reused in irrigation. Not stopping there, Piper & Skye only uses biodegradable, 100% plastic free and FSC certified materials for its packaging needs wherever possible, with the aim of eliminating non-circular waste completely.

- **COMMUNITY INVOLVEMENT:** At the heart of Piper & Skye's ethos lies fostering community support and empowerment. This unwavering dedication has led them to partner with esteemed charities such as Safe Transitions, in their mission to support women and children who have been victims of domestic violence. Since 2019, the brand has gone above and beyond by providing essential toiletry packs to aid victims and survivors of human trafficking, working in collaboration with the Los Angeles Dream Center and their #BagforBag campaign.

Moreover, Piper & Skye's commitment to giving back extends to their Brazilian material suppliers, whom they work alongside to donate essential fishing equipment to local fisherman communities. Through these initiatives, Piper & Skye has cemented their reputation as a socially responsible brand that not only designs with integrity but also gives back to the communities that make their mission possible.

- **TRACEABILITY & TRANSPARENCY:** Piper & Skye openly displays their sustainability standards, policies and criteria on their company website, and plans to continue improving transparency with suppliers and their stakeholders. Through industry partnerships and membership programmes with CCSR, the brand has taken a leadership position, collaborating to accelerate sustainable procurement, share knowledge and build capacity across sectors through joint initiatives and events including the WEAR Conference hosted by Fashion Takes Action. Maintaining traceability and transparency within its supply chain, the brand has obtained a LWG brand membership and works with a supplier that is ISO 9001, ISO 14001, ISO 50001, ISO 14025 certified and continues their work to align with suppliers that have obtained sustainability certifications.

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 proud to certify Piper & Skye with the Butterfly Mark. Company values of responsibility, respect and community are instilled throughout the business and clearly demonstrated through carbon modelling on materials to reduce emissions, supporting local communities and transparently communicating their sustainability standards to stakeholders." **Diana Verde Nieto, Co-Founder of Positive Luxury**

"To reassure our customer base that we are taking the steps necessary to validate something that has been a part of our founding principles and what we've been guided by since inception. The butterfly mark is an esteemed recognition in our industry and amongst our competitors. We would be proud to carry the butterfly mark in our journey moving forwards and are excited to make Positive Luxury certification proud." **Joanna Macdonald, Founder and Creative Director of Piper & Skye**

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, Piper & Skye will continue to strive in exceeding standards set for social and environmental frameworks.

Learn more about Piper & Skye at: <https://www.positiveluxury.com/our-members/piper-and-skye/>

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.

THE CONNECTED BUTTERFLY MARK

The Connected Butterfly Mark enables organisations to demonstrate their sustainability performance with transparency and confidence, offer honest differentiation and build trust with their stakeholders. Supported with educational content for conscious consumers, key features include a company's total and deeper ESG+ performance scores, other certifications and accreditations, 2030 United Nations SDG targets, areas of excellence, sustainability journey tracker, positive actions and company information.

ABOUT PIPER & SKYE

Piper & Skye is an emerging luxury handbag brand, created to bridge the gap between sustainability and luxury. Recognised as a leader in responsible luxury accessories, Piper & Skye believes that sustainability for our planet is not a fad. It's a paradigm shift. Their mission is to honour what we have borrowed from nature and create beautiful handbags with the utmost respect for our planet and everything on it. All sourcing of raw materials is done with strict criteria relating to the biodiversity and regeneration of the ecosystems from which they come. Piper & Skye partners only with suppliers who align with their values of respect, responsibility, and community. Piper & Skye's evening bags, shoulder bags, duffles, and clutches, are crafted by small independent artisans across North America, with complete focus on the people and planet so affected by today's world of crushing impacts from the fashion industry. Taking care of the communities which fish and tan their leathers, supporting local shelters in major cities across the continent, and nurturing their cherished supply chain and partners, this team of entrepreneurs is proud of the work that they do. There is no question why their tagline is "we love what we're made of".