

Since 2015, La Maison Coutures multi-channel retail platform has championed brands committed to social and environmental change.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Tania McNab, CEO and Founder of La Maison Couture, on sustainability, the Butterfly Mark certification, and transparency, get in touch.

## LA MAISON COUTURE ACHIEVES BUTTERFLY MARK CERTIFICATION

**16<sup>th</sup> May 2023:** Showcasing the best in sustainable innovation, pioneering design, exceptional quality and creativity within the jewellery industry, La Maison Couture, the multi-channel retail platform, has been awarded Butterfly Mark certification for embedding measurable, sustainability practices across its business operations.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social, and Governance (ESG). La Maison Couture achieved 63% in Environment, 64% in Social and 73% in Governance, and are excelling in the following areas:

**CIRCULARITY:** Curating a selection of responsible jewellery brands, 48% of La Maison Couture's brands currently source recycled materials to design and produce their fine jewellery, with a target to increase this to 65% by the end of 2023. La Maison Couture seeks to action end-of-life strategies by partnering with re-sell and repurpose platforms to align with its belief that meaningful jewellery only represents exceptional quality and creativity if paired with a positive impact on our planet's people and resources.

**SUSTAINABLE SOURCING:** Working closely with their Brand Partners, La Maison Couture has implemented a self-assessment sustainability questionnaire covering areas including certifications and accreditations, UN Sustainable Development Goals, actions to reduce greenhouse gas emissions as well as energy conservation methods. In order to have a transparent view of their brand network, La Maison Couture aim to have all brands complete the assessment by 2025, if not earlier.

**REPORTING AND SDG ALIGNMENT:** Transparency is a priority for La Maison Couture –creating a dedicated sustainability section and 'Ethical Jewellery Terms' on its website to educate consumers. Going further, La Maison Couture communicates its five-point criteria system used to determine brand partners as well as its company goals including improving supply chain transparency and collaborating with brand partners to conduct annual reports on social & environmental impacts. La Maison Couture has aligned with several UN SDGs setting 2023 targets for each e.g. UN SDG #5 to achieve gender equality and empower all women and girls, with La Maison Coutures goal to increase its current stocked female founded brands to 75% by 2030.

**PACKAGING EFFICIENCY:** Working at both company and retailer level, La Maison Couture ensures that packaging has the lowest environmental impact possible including its branded packaging being zero

plastic, made with 100% recyclable or biodegradable materials and reused internally where possible. Forming part of the brand partners onboarding criteria, La Maison Couture promote brands that are using recycled materials and La Maison Couture are actively working with those partners using plastic in transit to eliminate this by 2025.

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 that verifies for 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 certify La Maison Couture with the Butterfly Mark certification for embedding sustainability at the core of its business. La Maison Couture have set clear targets including packaging and circularity and created their five point criteria system for brand partners ensuring sustainability remains at the core of all business decisions."* **Diana Verde Nieto, Co-Founder of Positive Luxury**

*"We are proud to have been awarded the Butterfly Mark in recognition for the work we have been doing over the years to promote positive impact in the jewellery sector – we hope to be able to change the way consumers perceive value in terms of luxury goods and change consumption patterns for the better. By mentoring and supporting the brands of tomorrow, we hope to shift the dial in jewellery business thinking to inspire designers/entrepreneurs, to change the way they approach design concepts, consider stakeholders and measure success."* **Tania McNab, CEO & Founder of La Maison Couture**

Other luxury brands that have been awarded 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, La Maison Couture commits to exceeding standards set for social and environmental frameworks.

Learn more about La Maison Couture [here](#) and full breakdown of their sustainability performance via the Connected Butterfly Mark [here](#).

## **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 LA MAISON COUTURE**

La Maison Couture is a multi-channel retail platform showcasing sustainable fine jewellery, responsible jewellery makers, independent jewellers and lifestyle brands with cutting-edge design. Their mission is to champion and mentor established and emerging brands committed to social and environmental change. Their brands are game-changers in their field, showcasing the best in sustainable innovation, pioneering design, exceptional quality and creativity.