

# LUXURY & SUSTAINABILITY

*DVN INTERIOR TORINO WORKSHOP*

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# THE CUSTOMER

*REDEFINING LUXURY*

# MILLENNIALS AND GEN Z

VALUES, ASPIRATIONS AND IDENTITY

**Millennials:** born between 1981-1996 | **Generation Z (Zoomers):** born between 1997-2012

**70%**

of Gen Z and millennials factoring luxury brands' sustainability practices into their purchase decisions'

**65%**

of Gen Z and millennials will pay more for ethically made items

**90%**

are willing to pay a premium for environmentally responsible products

**80%**

By 2030, they will become the biggest buyers of luxury representing 80% of global purchases

# LUXURY VALUES


NEW EXPECTATIONS



RARITY



CRAFT



EXCLUSIVITY

# LUXURY VALUES

NEW EXPECTATIONS



RARITY



CRAFT



EXCLUSIVITY



TRANSPARENCY



RESPONSIBILITY



TRACEABILITY

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# THE LUXURY STRATEGIES

*THE 7 PRINCIPLES OF CIRCULAR ECONOMY*

# CIRCULARITY AS A BUSINESS MODEL

REUSE, RETHINK



©LVMH – Nona Source



©PETIT H – Repurposed material off-cuts



# CIRCULARITY AS A BUSINESS MODEL

RECYCLE, REDUCE



©CHAUMET – partnership with FabBRICK, second life to 312 kilograms of old sales staff uniforms



© CASTELLO DI RESCHIO ITALY – operates without waste, utilizes no plastic, and achieves complete autonomy.



# CIRCULARITY AS A BUSINESS MODEL

REPAIR, RECONDITION



© FERRARI – Ferrari Classiche and Certified Heritage Support



© GALLERY LAFAYETTE – [Re]Store, a space dedicated to secondhand luxury clothing



# RADICAL TRANSPARENCY

RECOVER - HOW, WHERE, WHO?



© ICICLE - "Made in Earth" Philosophy, documents every steps of the process involved in the creation of their clothing



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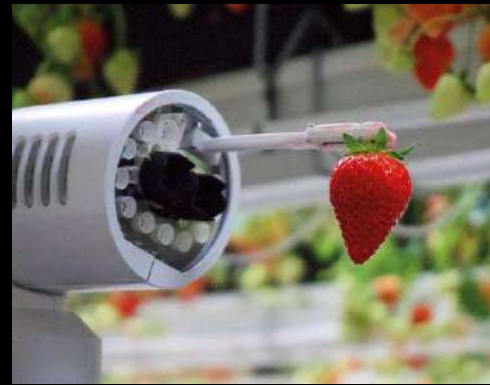


© HERMAN MILLER & MILLERKNOLL – Ecomedes platform, where customers can access environmental product information



# MATERIAL INNOVATION WITH PURPOSE

RECOVER – PROTECTING THE FUTURE



©STELLA MCCARTNEY – Advocating for animal welfare through innovation.  
Bio-Based Mylo™ Mushroom Leather Goods.

©DYSON – Strawberry farming system that utilizes sensors, data, and automation to grow crops more efficiently while minimizing waste, chemicals, and emissions.

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*AUTOMOTIVE APPLICATIONS*  
*THE TRANSITION*

# AUTOMOTIVE APPLICATIONS

TODAY'S SUSTAINABLE PRACTICES



**ELECTRIFICATION**



**RECYCLING**



**REDUCED FOOTPRINT**

# AUTOMOTIVE OPPORTUNITIES

THE 7Rs OF CIRCULAR ECONOMY

## RETHINK

Embed circularity by design.

## REDUCE

Minimize resource use, waste, and environmental footprint.

## REUSE

Focus on durability, desirability, automotive know-how, craft preservation.

## REPAIR

Lifetime repairability commitments.

## RECONDITION

Vintage, pre-owned, and certified programs.

## RECYCLE

Mono-material strategies, recyclable alloys, fiber-to-fiber innovation.

## RECOVER

End-of-life responsibility, full traceability to avoid brand risk.

# AUTOMOTIVE OPPORTUNITIES

LUXURY CUSTOMERS PRIORITIES

## CIRCULAR ECONOMY

The 7 Rs: Rethink, Reduce, Reuse, Repair, Recycle, Recondition, Recover

## TIME AS A CURRENCY

Increase loyalty by saving cognitive energy.  
Prioritize effortless service, proactive care, and peace of mind.

## CUSTOMIZATION AS IDENTITY INFRASTRUCTURE

Luxury customers expect to be co-architect of the product.

THANK YOU