

KERING



PRESS RELEASE

07.10.2019

KERING ORGANIZES THE FIRST HACKATHON FOR SUSTAINABLE LUXURY

Kering has organized a 48-hour hackathon dedicated to Luxury fashion and sustainability at the Atelier Richelieu, in Paris on October 4-6th.

Entitled “Hack to Act”, this first of its kind edition has recognized three solutions for their groundbreaking creativity addressing sustainability challenges.



©Jean-Luc Perréard

48 hours to code for sustainable Luxury

“Hack to Act” gathered last weekend 80 developers and experts selected from around 250 candidates – including 70% professionals and 30% students. Competitors had 48 hours to leverage on the Environmental Profit & Loss (EP&L) account data sets to create a new generation of applications or digital solutions to help closing the gap in understanding the link between Luxury fashion and its impact on the environment. This data had been made available on June 2019 on a digital platform dedicated to Kering’s pioneering EP&L account.

From the challenge launch, on Friday night October 4, until Sunday afternoon October 6, participants were coached by Kering sustainability mentors, as well as specialists from Kering Houses and external experts.

K E R I N G



Under the leadership of Marie-Claire Daveu, Chief Sustainability Officer and Head of International Institutional Affairs, Kering, the jury members included: Patrick Pruniaux, CEO, Girard-Perregaux and Ulysse Nardin; Antonella Centra, EVP General Counsel, Corporate Affairs & Sustainability, Gucci; Nicolas Polaillon, Data, CRM & AI Director, Kering ; Pavan Sukhdev, President, WWF International ; Toby Heaps, CEO, Corporate Knights ; Omer Mahmood, Customer Engineer, Google Cloud, Google.

On Sunday, the jury selected the top 3 initiatives amongst 12 short-listed digital solutions based on four criteria: innovation, challenge matching, feasibility and user experience.

For its “Core” project, a prediction and recommendation platform aimed at the creative teams, the product managers and the clients, the laureates win 10 000 euros.

“Innovation is a key enabler to achieve some of our sustainability targets. Along with the initiatives we have been launching over the past years to identify new processes, Hack to Act, first hackathon for sustainable Luxury gave birth to very exciting projects that leverage our EP&L learnings to imagine new digital solutions towards design teams, the supply chain and the client.” said Marie-Claire Daveu, Chief Sustainability Officer and Head of international institutional affairs, Kering.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods, Jewelry and Watches: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux, as well as Kering Eyewear. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow’s Luxury in a sustainable and responsible way. We capture these beliefs in our signature: “Empowering Imagination”. In 2018, Kering had nearly 35,000 employees and revenue of €13.7 billion.

Press Contacts

Emmanuelle Picard-Deyme + 33 (0)1 45 64 61 87 emmanuelle.picard-deyme@kering.com

www.kering.com
Twitter: @KeringGroup
LinkedIn: Kering
Instagram: @kering_official
YouTube: KeringGroup