

Ethos Announces '100 Most Sustainable Luxury Items Of 2021'

ethos

Gucci, Stella McCartney, Chloé, and more top the first sustainability ranking of its kind.

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Digital media and e-commerce platform, [Ethos](#), has launched its first comprehensive sustainability ranking: **The 100 Most Sustainable Luxury Items of 2021**. It kicks-off the platform's sustainable luxury ranking series.



Ethos 100 Most Sustainable Luxury Items of 2021

Vetted by **Ethos co-founder and creative director, Jackie Lutze, a Harvard University Sustainability MA candidate**, the list evaluated individual products instead of brands as a whole—this allowed for a wider range of inclusion. Ranking included ingredients and materials, packaging and shipping practices, labor conditions, and circular sustainability efforts. All brands had to meet at least two stars in order to be considered for inclusion.

"This list came to fruition much in the same way Ethos did; we knew there were luxury brands building sustainability into their core," Lutze says. "We started with a clear-cut list of exemplary

attributes and built a rating system around it. At the minimum, all products had to be ethically made with sustainable materials or ingredients.” It’s also the first comprehensive sustainable ranking list of its kind to only feature items made without any animal products or animal testing.

“From there, we looked deeper into the brands themselves, rewarding points for those that went above and beyond, such as receiving B Corp Status, using certified organic materials or ingredients, Fair Trade Certification, or LEED-certified production facilities,” says Lutze.

Brands earning the highest scores include **Stella McCartney, Gucci, Chloé** in fashion; **Aether Diamonds Tiffany and Co., and Chopard** in jewelry; **Susanne Kaufman, Aesop, and Sana Jardin** in beauty. **To see the full list and rankings, [click here](#).**

“It may sound strange to call the luxury market underserved, but when it comes to sustainability, that’s often the case,” says **Jill Ettinger, Ethos co-founder and editorial director**. “The luxury market is valued at more than \$5 trillion; that is immense purchasing power and influence. These brands need to shine a greater spotlight on their sustainability efforts. And according to our research, the luxury consumer wants to make the best choices for the planet. To them, sustainability is luxury.”

To celebrate the launch, Ethos is donating 100 trees to its nonprofit partner, **The Fruit Tree Planting Foundation**. The trees will be planted in Mococa, Brazil, in 2022.

“When Ethos approached us about collaborating on one of our groundbreaking fruit tree plantings, we were thrilled to suggest an upcoming initiative to plant 100 life-sustaining trees for low-income families in Brazil later this year,” said **Cem Akin, FTFP’s TreeEO**. “Through this generous support, generations of families will have cleaner air to breathe and a healthy source of nutrition right in their backyards. We are so grateful to partner with Ethos in supporting sustainable, earth-friendly projects,” Akin said.

About Ethos: Launched in 2021 by Jackie Lutze and Jill Ettinger, Ethos is the premier digital platform for personal and planetary sustainability filtered through a luxury lens. Through thought-provoking conversations and recommendations across fashion, beauty, travel, food, nutrition, and more, along with its e-commerce platform and its first sustainability rankings, The Ethos 100, Ethos is helping to bridge the gaps in the sustainable luxury market. **the-ethos.co**.

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Tags

SUSTAINABLE LUXURY

GUCCI SUSTAINABLE

STELLA MCCARTNEY SUSTAINABLE

CHLOE SUSTAINABLE

PRADA SUSTAINABLE

VEGAN LUXURY

BEST SUSTAINABLE LUXURY

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FRUIT TREE PLANTING FOUNDATION