

Luxury Goods Want “Gold” But Also “Green”--Analysis of Green Luxury Design

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Abstract: Luxury goods have always carried a mysterious and noble veil. It is often related to excessive personal enjoyment, superficiality and appearance, while sustainability symbolizes altruism, sobriety and restraint. Therefore, “green sustainable” and “luxury” are still regarded as a contradiction by mass consumers. In recent years, people have become more aware of the luxury goods industry. Green design and sustainable design have also become a hot spot in modern design research in recent years, and green products on the market are constantly emerging. This article believes that “luxury” and “green” are compatible concepts. At the same time, it combines luxury with green and sustainable ideas to provide design strategies for opening up new markets for luxury goods.

1. Introduction

In recent years, the concept of “green sustainable design” has become more and more well-known. The rapid development of industry over a long period of time and the infinite greed of mankind to pursue the maximization of the best interests have made the world shattered. A series of crises, such as energy depletion, environmental pollution, and population explosion, are the problems that people need to solve urgently. In this context, words such as “green design”, “original ecology”, “sustainable development” and “recycling” have entered our vision. Although the luxury goods field has maintained a consistent noble and isolated style, in such a mainstream, it has also begun to embark on the path of green and sustainable development [1]. The emergence of “green luxury goods” makes luxury goods more of a heavy sense of responsibility and pushes the brand's values to a new height. In the use of materials, luxury goods can adopt new materials that are sustainable, recyclable, and pollution-free, and in style, they can adopt design methods that are classic and durable, reflecting the original texture and regional cultural customs. These innovations are the manifestation of the value of “green luxury goods”, making the luxury goods industry an infinite impetus to today's environmental issues and social responsibilities.

2. Green Luxury Related Concepts

2.1 Luxury Definition

Walton Razler defined luxury in “Luxury Brings Prosperity”: “Luxury is a lifestyle that is regarded as luxurious in whole or in part by their respective societies, mostly determined by products or services.” At present, luxury is generally regarded as luxury. Goods are consumer goods that exceed the scope of people's needs for survival and development and are unique, scarce, and rare. They are also called non-essential goods. It has a unique design, scarce materials, rare craftsmanship and other material foundations.

2.2 Definition of Green Design

Green design is an international design trend that emerged in the late 1980s. While industrial design has created a modern lifestyle and living environment for human beings, it has also accelerated the consumption of resources and energy, and has caused great damage to the ecological balance of the earth [2]. This reflects the modern science and technology culture's thinking about

environmental and ecological damage, and it also reflects the designer's moral and social responsibility.

3. Development Status and Cases of Green Luxury Goods

In recent years, the world's major luxury brands' attitudes towards environmental protection have been somewhat “unpredictable.” The contradictory image of “environmental protection and non-environmental protection” has appeared. Are the environmental protection actions of luxury brands just measures to please consumers after the financial crisis, or are they really concerned about the environment and want to protect the earth? However, there are also some companies, starting from “green sustainability”, responding to the call for global sustainable development, and constantly exploring the development model of “both gold and green”, and exert their true value.

3.1 Brand Patagonia (Patagonia)

Patagonia, an American outdoor luxury brand, has always adopted “green environmental protection” as its brand concept. The brand has achieved maximum sustainability during the entire life cycle of the product. The sustainable management concept runs through the entire company's production and operation. Patagonia fully considers the impact on resources and the environment in product design, optimizes product functions, quality, shape, cost and other factors, and adjusts all relevant design factors throughout the product life cycle to Minimize the overall impact of products, production processes and use processes on the environment and maximize resource utilization.

In terms of raw materials, Patagonia has been producing 100% organic cotton sportswear since the beginning of 1996, which has reduced the generation of garbage, oil consumption and toxic gas emissions. Patagonia's approach is to use infinitely recycled polyester or polymers to make pants, so that when discarded pants are recycled, they can be melted into resin, which can then be used to make materials that extend the life cycle of the material. New pants. In addition, Patagonia has many innovations in raw materials, such as upgraded or recycled materials; fabrics grown with organic cotton instead of traditional pesticides; materials that use new dyeing techniques may reduce water consumption and chemical composition. Materials, etc.

In terms of production, Patagonia's supply chain management is strict for the entire product life cycle. Its “footprint balance” is an interactive website for consumers. Consumers can understand the environmental impact of the product in the process of design, production and transportation through tracking data. Consumers can understand the energy and water consumed in the manufacturing, manufacturing and transportation process of this product, transportation performance, carbon dioxide emissions and generation Trash. Through open data, consumers can actively participate in sustainable development activities and resonate and trust consumers.

3.2 Brand Reverberation (Reverb)

The brand-new designer environmental protection brand REVERB under Jiangnan Buyi takes green sustainability as the brand philosophy and insists on using environmentally friendly fabrics to produce clothing. Its core philosophy: reuse, recycle, reshape, react, rebuild, reshape, reconsider, reimagine, and rethink. REVERB always pursues a green fashion footprint. Its products use organic certified natural materials. Most synthetic fabrics contain more than 50% of the cost of recycled raw materials. They have their own significant functions in reducing waste, water and energy consumption. .

Every year, billions of plastic products are stored in landfills. REVERB uses recycled PET plastic products as raw materials and replaces the original polyester fabrics with non-renewable fossil fuels. The project recycled more than 14 billion plastic bottles for the production of recyclable environmentally friendly polyester fibers. These recycled plastic bottles are shredded, cleaned, melted, and processed by recycled polyester yarn by a polyester processing center. At present, the project has achieved energy saving and water saving for 133,000 households, providing one year for 1.7 million households. Of drinking water, reducing carbon dioxide emissions by 385 million kilograms.

The DNA of “harmony between human and environment” has always been flowing in the blood of the REVERB brand. It always pays attention to natural ecological issues, emphasizes people-oriented, environment first, and every product becomes a harmonious link between man and nature. In the reality of increasing consumption and expanding demand for raw materials, the concept of “sustainability” runs through the entire process of social reproduction using scientific and technological power.

3.3 Brand Gucci

The famous international brand Gucci has always spared no effort in the practice of the concept of sustainable development. Gucci specially launched a portal called Equilibrium (meaning “balance”), dedicated to introducing the latest information explaining Gucci’s time in social responsibility and environmental protection to the whole society, aiming to “connect mankind with the earth” and “make mankind Have a sense of responsibility”. Gucci also focuses on improving the brand and transparency in sustainable development.

There are three main sections on the website, which tell stories about society and the environment from the perspectives of “environment”, “people” and “new fashion”, and tell and continue to commit to the implementation of the Gucci brand's sustainable development concept. The “environment” section An important part of this is the implementation of “furless”, which has also been the focus of attention of major luxury and fashion brands in recent years. Gucci promises to gradually replace animal skins with alternative sustainable materials to achieve full traceability of fur use. Similarly, Gucci has produced 40,000 pairs of shoes with thermoplastic polyurethane soles, of which 50% of the biodegradable plastic will be decomposed.

4. Development Strategy of Green Luxury Design

Although “green luxury” is the general trend, how to develop “green luxury” in the future is still a difficult problem that requires more scientific and efficient design and development strategies to support.

4.1 Innovation of Design Strategy

(1) Reasonable selection of materials

Different target groups have different selection profiles. Compared with non-luxury choices, the range of luxury choices is much wider. Choosing raw materials in the luxury goods industry, adding more “green” elements, generally as raw materials, you can choose to produce more valuable products. They can also be durable, using elegant and aging materials. Many Louis Vuitton bags with vegetable tanned leather straps are designed from the shoulder. The reason is that in addition to the durability and strong performance of vegetable tanned leather itself, vegetable tanned leather changes color with the passage of time. This is why the shoulder straps that users often touch will follow the sweat and grease on the hands and natural oxidation and The reason for the change in sunbathing is that the shoulder strap turns red for a long time and then turns brown or brown. There, looking at the shoulder straps that gradually change due to their own use will give users a special sense of belonging and satisfaction. This emotional bond will allow users to use the product longer.

(2) Adopt advanced science and technology

Advanced technologies are often created to solve some problems, and some new technologies are temporarily unable to be used. But when these new technologies enter the application stage, they may bring revolutionary changes. The emergence of advanced technology often brings brand-new product concepts. It is very important to understand cutting-edge scientific and technological information in a timely manner. Because environmental problems are becoming more and more serious, and there are endless layers of advanced technology to solve environmental problems, designers need to grasp and apply some new technologies that are generated by green development.

(3) Reform in packaging

Luxury packaging has always been the focus of competition among major luxury manufacturers, and at the same time, the visual requirements of their customer groups are also increasing. Creating

classic packaging can help consumers complete their knowledge of taste and style, and become a standard and model in the industry. Although the packaging cannot be completely discarded in the design, some recyclable and degradable materials can be used to make the packaging, such as some natural materials such as bamboo. You can also add thinking in the design and use “zero” packaging to better display the product. . Cosmetics is one of the products that waste the most packaging in luxury goods, and the packaging is very exquisite. Designers can also use some flexible designs, such as detachable design, so that the packaging can be reused, and make major reforms in packaging.

4.2 Innovation of Supporting Service Design

Comprehensive service is to consider various problems encountered by users in the process of use, and provide various services that customers can accept, whether economical, technical or psychological. Nowadays, many socially responsible fashion brands and retailers are paying more and more attention to educating consumers on how to take good care of clothing more effectively, improving the sustainability of their products, by improving ironing labels and instructions, and increasing recycling, repair and leasing services. Extend the service life of clothing, reduce landfills, and enhance brand loyalty.

4.3 Innovation of Designer's Professionalism

The reform of design needs to be implemented by designers. Faced with various social and environmental problems today, the cultural literacy and social responsibility of designers are more important. Profound cultural literacy is an inexhaustible source of creativity for designers. Profound cultural literacy cannot be accomplished overnight, and it also requires great ability to transform from cultural literacy to design ability. A designer's sense of social responsibility is also indispensable, and it takes great courage to change the design direction of new products. The designer is a fringe profession, requires a lot of knowledge and a wide range, and the product directly faces the society, the designer's sense of social responsibility is indispensable.

5. Conclusion

Given that the concept of “sustainability” has become a hot topic in the global academic and industrial circles, “sustainable fashion design” and “green luxury goods” have their special value and significance. To implement the concept of “green sustainable design” into the practice of luxury goods, we must turn our perspective to a systematic study of the product's full life cycle. We should not only pay attention to the material itself of the product, but also the non-material design of the product, especially the product design strategy, technical support and the influence of the designer.

References

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