

District Consultants

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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Topic: The Danger of PVC Pumps: Exploring Jimmy Choo's Product Development

Audience: Jimmy Choo's Board of Directors

Sustainable Development Goal

SDG #11: Make cities and human settlements inclusive, safe, resilient and sustainable

Executive Summary

According to a 2019 Corporate Growth Strategy report, today's consumers are driven to purchase brands that align not only with their needs but also their values. Approximately 70% of consumers surveyed indicated sustainability was "somewhat important" to their purchasing decision and 47% said they would pay more for sustainable products, according to a 2019 Corporate Growth Strategy report. Shoppers with an environmentally conscious ethos seek sustainable alternatives to traditionally unsustainable products, and this trend does not cede among the most affluent buyers.

Jimmy Choo, one of the most famous luxury shoes and handbag companies has a reputation as one of the most unsustainable luxury brands. Jimmy Choo's use of chemicals during the tanning process and continued use of plastic, specifically polyvinyl chloride, better known as PVC, to manufacture their products and packaging. Although Jimmy Choo has made a commitment to reduce their plastic footprint by 2025 it is only related to the on-product packaging. PVC fashion was first introduced as futuristic fad in the 1960s and is still used for industrial purposes today. However, this trendy medium is not environmentally sound nor safe. Moreover, exposure to PVC manufacturing and product is associated with significant short and long-term health risks that disproportionately affect under-resourced minority communities. For instance, PVC production is concentrated in certain regions of the United States, where factories have contributed deleterious environmental and health risks to communities around them, including "Cancer Alley" in the southeastern United States.

We recommend that Jimmy Choo, a frequent user of PVC in their products, answer their corporate imperative by taking the following actions: 1) switching out PVC for a biodegradable, sustainable alternative, 2) creating a recollection and redistribution program to extend the lifecycle of Jimmy Choo products, and 3) providing quarterly updates on the sustainability goals outlined in Jimmy Choo's Corporate Sustainability Report.