



## An engaging website dedicated to sustainability

Positive Luxury is a smart online showcase for brands with an ethical standpoint



Rings in Stephen Webster's eye-catching Jitterbug collection start from £3,400

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What do [Miller Harris](#) perfumes, [Dom Pérignon champagne](#), [Stephen Webster](#) jewellery, [Rachel Bates](#) glassware and Cambodia's [Song Saa Private Island resort](#) have in common? They all have the seal of approval from smart [online platform](#) Positive Luxury, a site dedicated to the complex but ever more relevant topic of sustainable consumption. Its diverse roll call of brands is subjected to a substantial vetting process before being awarded the site's Butterfly Mark – which takes a lot of the time-consuming legwork out of shopping ethically.



Argentum Apothecary La Potion Infinie cream, £158 for 70ml

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“Sustainability is my passion,” says Diana Verde Nieto, founder of sustainable communications consultancy Clownfish, who set up Positive Luxury in 2011 with Toptable.com founder Karen Hanton (whose online [restaurant](#)-booking service made her £16m when she sold it in 2010). “We’ve put together a council of experts who advise the

brands that come to us and assess whether they qualify for the Butterfly Mark. For most brands, sustainability is still a work in progress, but we reward that progress.”



Alexandra Mor emerald and diamond Wild Tagua-Seed Sphere ring, \$29,500



Gabriela Hearst wool-blend Sophie blazer, £1,595, and wool-blend Lisa trousers, £715, both exclusive to Matchesfashion.com

The site hosts household names such as Krug, [Berluti](#), [Dior](#) and [Chaumet](#), alongside smaller, ethical luxury offerings such as Uruguayan designer [Gabriela Hearst](#)'s chic [womenswear](#) (dusky-pink checked wool-blend Sophie blazer, £1,595, and matching Lisa trousers, £715); Argentum Apothecary's natural [skincare](#) (La Potion Infinie restorative day & night cream, £158 for 70ml); and Alexandra Mor's unique [jewellery](#) (Wild Tagua-Seed Sphere ring with ethically mined [emeralds](#) and diamonds, \$29,500). The site offers extensive "about this brand" information, detailing their bona fides under a "Positive Actions" heading, along with symbols to denote different

areas of success, from “Uses Renewable Energy” to “Cruelty-free Materials” to “Employees Are Paid Local Minimum Wage”.



Krug Grande Cuvée 164<sup>eme</sup> Edition, £150 | Image: Zoé Ghertner



A selection of Rachel Bates' exquisite etched-crystal glassware

Interestingly, the site has just relaunched and removed its in-house e-commerce element, instead linking shoppers directly to the brand's own website or another e-store to make the final purchase. "People come to our website primarily for the information and the editorial," says Verde Nieto. "We're a pioneer in the realm of sustainable luxury, but we don't want to be another Net-a-Porter. We want to focus on the stories."

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