

# Rakuten Marketing Blog

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Rakuten Enters Partnership with Positive Luxury

## Rakuten enters partnership with Positive Luxury

By Anna Taylor | October 16, 2019 | NEWS

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Rakuten Europe are excited to launch a brand partnership with [Positive Luxury](https://www.positiveluxury.com/) (<https://www.positiveluxury.com/>) - an award-winning community of brands and consumers that care about the future.

With deep connections to the fashion and luxury world through our marketplaces, digital marketing technology and payments platforms, we see an exciting yet transformative future for the industry. This partnership allows us to further evolve and respond to the increasing environmental and social challenges we all face.

Positive Luxury are a likeminded organisation, that places future viability at its heart, with the preservation and protection of habitats and communities through responsible fashion and commerce as the way to secure a healthy future for people and planet.

In launching this partnership, Diana Verde Nieto, Co-Founder and CEO of Positive Luxury states: *“We are thrilled to be collaborating with Rakuten, one of the most diversified digital companies in the world with a meaningful and progressive sustainability strategy. We believe this partnership will help us support even more brands on their journey to a better future.”*

We recognise our role as a platform for growth and empowerment of sustainable fashion and luxury brands, both large and small, across Europe, but also the Americas and throughout the APAC region. We're aiming to bring our considerable resources to support that aim, and this partnership is just the beginning.

Mark Haviland EVP Global Development and Sustainability said *“Only by working with best-in-class brands like Positive Luxury, will we ourselves build real sustainability into our core operations and so help others do the same. It's a partnership I'm convinced will make a difference”.*

As part of this partnership, we're also supporting the Positive Luxury Awards (<https://www.positiveluxury.com/events-awards/>) taking place in January 2020. By sponsoring the Brand of the Year Category, we aim to help support companies achieving excellence in their sustainability credentials. The deadline for the awards is the 1st November and if you're interested in entering, you can find out more here (<https://www.positiveluxury.com/events-awards/>). Equally, as sponsor of the Positive Luxury Predictions Report, launching in January 2020, we aim to promote the facts, trends and proof-points that make a sustainable future not only viable but inevitable.

In short, with the expertise and experience of the team at Positive Luxury, we seek to not only to improve our own internal performance in all areas of sustainability, but also help influence its network of partners, clients and suppliers, who all in turn have their own role to play in making sure the fashion industry has sustainability, and so viability built into its core purpose.

If you'd like to find out more about Positive Luxury, you can do so here (<https://www.positiveluxury.com/about-us/>).

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