

## **II, Gucci's code of ethics**

As part of the Kering Group, Gucci follows the Kering Code of Ethics (2019) which is available to be downloaded on Gucci's official website.

The Gucci's Code of Ethics serves as a guiding framework for all employees, suppliers, and business partners, ensuring that every aspect of its operations is conducted with integrity, fairness, and respect. It sets clear expectations on business conduct, stakeholder engagement, human rights, sustainability, and transparency.

There are 3 sections in the Gucci's Code of Ethics.

### **1. Ethical Principles in the Conduct of Business**

Gucci operates with a strong ethical foundation, ensuring that every decision and action reflects integrity, responsibility, and fairness.

To guide business conduct across all brands and markets, Gucci follows 7 core ethical principles:

- **act with integrity and a sense of responsibility.**
- **comply with laws and regulations.**
- **respect the dignity and rights of every individual.**
- **act with respect for the natural environment.**
- **use the company's assets and resources in the interests of the Group and its shareholders.**
- **encourage our employees in their community involvement and sustainability initiatives.**
- **respect business confidentiality.**

### **2. Ethical principles of business practice and behavior towards stakeholders**

This section of Gucci's Code of Ethics defines how the company interacts responsibly and ethically with its key stakeholders. This part show how Gucci upholds fairness, transparency, and accountability in all business relationships, whether with employees, customers, shareholders, suppliers, or the environment. But it also show how Gucci expect all of its employees and suppliers to act in respond.

# Code Of Ethics Gucci

**Wolfgang Guggemos**



## Code Of Ethics Gucci:

Sustainable Luxury, Entrepreneurship, and Innovation Miguel Angel Gardetti, Subramanian Senthilkannan Muthu, 2017-12-07 This book highlights different roles in entrepreneurship and innovation based on the act of setting up a new venture in the area of sustainable luxury and fashion which also involves cognitive and motivational characteristics It also discusses the fact that many sustainability promoting innovations require substantial technological advances

**The Luxury Strategy** Alexander Diana, 2024-06-22 Elevate your brand Master the art of luxury Become an icon Picturing your luxury brand as a global icon revered for its heritage and celebrated for its innovation Desire a brand strategy that combines timeless elegance with modern practices to future proof your brand In search of a deep dive manual that empowers you to master luxury brand management and emerge as a confident industry leader The Luxury Strategy Unveiling the Secrets of Iconic Brands is your ultimate up to date guide to mastering luxury brand management This comprehensive resource delves into the intricate balance of tradition and modernity while also covering a wide range of topics essential for building and sustaining a prestigious brand From innovative marketing techniques and global expansion insights to mastering craftsmanship and leveraging digital transformations this book provides all the tools and strategies you need to elevate your brand s prestige and market influence Structured into 4 macro parts and 22 detailed chapters this meticulously crafted layout is designed to elevate beginners to industry leaders and enhance the expertise of seasoned professionals Why is this book a must have in your entrepreneurial library Uncover Hidden Secrets Explore strategies from iconic brands like Gucci and Herm s to maintain timeless appeal and innovation Global Expansion Insights Learn to navigate new markets with cultural sensitivity using Chanel s international branding tactics Innovative Marketing Techniques Adopt disruptive marketing strategies leveraging technology and design to stay ahead Master Craftsmanship Master luxury manufacturing focusing on high quality production and sustainable design inspired by Herm s Customer Relationship Management Learn how to develop long term customer relationships with personalized experiences Comprehensive Coverage Spanning 22 chapters this book covers foundational concepts marketing strategies consumer psychology and future trends Highlights of What You ll Learn Build compelling stories to foster consumer loyalty Master luxury pricing to maintain brand value and exclusivity Create memorable retail experiences and integrate technology in store Maximize impact with strategic endorsements and campaigns And much more With insights drawn from the frontlines of the industry advanced methodologies and actionable wisdom this guide is a masterclass in transforming luxury branding ambitions into tangible successes Look no further This book meticulously covers every angle of starting and scaling a luxury brand tailored to both seasoned professionals and novices passionate about carving out a niche in the luxury world Why wait any longer to transform your brand s future

*IP Asia*, 1990

**Sustainable Luxury** Claudia E. Henninger, Navdeep K. Athwal, 2022-08-11 This book addresses the issue of sustainability in the luxury industry which has become a major topic of

concern for brand managers scholars policy makers the media and academia Spanning 13 chapters the authors provide insights from developed and developing countries whilst at the same time exploring a variety of issues within sustainable luxury the hidden value of secondhand eco luxury circular economy principles and perceptions ethical sourcing and eco label strategies All of which can be linked to the broader theme of SDG12 Responsible Production and Consumption Thus the book not only has a wide geographical scope but also brings together a collection of scholars spanning many disciplines such as marketing management textiles fashion economics and digital media Offering a combination of empirical and conceptual works the book also provides important insights for future research enquiries *Proceedings of the 21st European Conference on Management, Leadership and Governance* Stephanie Buisine, Muriel Davies, The European Conference on Management Leadership and Governance has evolved significantly over the past 21 years adapting to the changing landscape of management and leadership practices Initially focusing on foundational theories and practices in management the conference has expanded its scope to include a diverse range of topics reflecting contemporary challenges in the field In its earlier years the conference mainly emphasized traditional management principles leadership styles and governance frameworks As global business dynamics shifted so did the conference's themes incorporating emerging trends such as digital transformation sustainability and ethical leadership **Good Ethics, Good Business** Jacqueline Dunckel, 1989

**Honest Government** W J Michael Cody, R. Lynn, 1992-09-30 Americans deserve honest government This text addresses the need for a comprehensive statement of ethical behavior for public officials and employees at every level of government Recognizing the need for legal reforms that focus mainly on campaign contributions the authors examine the broader question of how we should measure the routine day to day ethics of men and women in public service By focussing more on attitudes and practices the authors suggest that the highest standard of both ethics and competence should be demanded of all our public servants The book identifies situations in which officials ought to act cautiously and presents the ethical rules that should be applied to each situation The text presents a philosophy of public service and then moves to particular situations to which this philosophy must be applied campaign finance the campaign itself behavior of elected officials appointed officials and public employees the role of lobbyists compensation for public servants moving to and from the public and private sectors ethical guidelines for lawyers and judges the private lives of public servants and enforcement of ethics The final chapter discusses the sometimes competing forces of ethics and competency Ethical guidelines are gathered in the appendix and serve as a useful starting point for ethics in any public service setting The combination of persuasive and thought provoking proposals for governmental ethics reform along with practical guidelines on how to maintain the highest possible standards of ethical conduct makes this an important text for students in ethics and government courses as well as an imperative reading for public officials whether elected appointed or career [REDD+ and Business Sustainability](#) Brian McFarland, 2017-09-08 This book provides a detailed look at REDD business case studies and best practice and highlights the

future of REDD in providing a promising mechanism for financing forest conservation while increasing the sustainability and profitability of forward thinking companies How can sustainability leaders reverse tropical deforestation What exactly are payment for ecosystem service forest conservation projects otherwise known as Reducing Emissions from Deforestation and Degradation REDD and how can these projects contribute to business sustainability and profitability Tropical forests are quickly disappearing at a rate of nearly one football or soccer field every few seconds REDD simultaneously offers a scalable conservation finance mechanism and a platform for business sustainability This book focuses on the nexus between tropical forest conservation projects and the sustainability practices of major global businesses This book contextualizes the issues defines REDD and focuses on its significance to business sustainability including the role of REDD in mitigating global greenhouse gas emissions while reducing business risk to a changing climate as part of a firm s philanthropic work a mechanism to increase consumer loyalty benefitting upstream local communities and ecosystem services enhancing corporate social responsibility image and upholding corporate principles and providing unique marketing opportunities and product positioning through private sector support of charismatic REDD projects *The Guardian Index* ,2003 *Financial Reporting in Canada* Canadian Institute of Chartered Accountants, The, Clarence Byrd (Chen, Ida & Smith, Joshua),2004 *Forbes* ,1997 *New York* ,2002 *Retailing* Patrick M. Dunne, Robert F. Lusch,2005 This 5th edition of *Retailing* like much of retailing itself has undergone significant changes from prior editions In fact given the influence of the Internet the continuing growth of the service industry and the many changes in the world s economic systems there has never been a more exciting time to study retailing As a result every chapter of this edition includes up to date coverage on the latest trends and practices in the industry Once again the new edition contains the conversational writing style that this text has always had

**Beyond Design, 2nd Edition** Sandra J. Keiser, Myrna B. Garner,2007-08-06 This practical text takes students step by step through the preproduction processes of apparel product development planning forecasting fabricating developing silhouettes and specifications pricing and sourcing It demonstrates how these processes must be coordinated to get the right product to retail when customers want it and at a price they are willing to pay Based on consultations with some of the most successful and innovative firms in the fashion business the text covers the evolving partnerships among textile suppliers product developers manufacturers and retailers as they work to develop apparel products in today s customer driven environment New to this edition Increased number of case studies and sidebars International examples and case studies address the effects of globalization More information on menswear children s wear and special size markets Updated tables and statistical information and new photo examples Discussion of Technological advancements related to product development Appx describing careers in product development and resources for additional research The context of a global agile manufacturing environment Best practices of major product developers Challenging hands on product development activities Instructor s Guide includes course outlines suggestions for teaching each chapter and guidelines for overseeing and

evaluating product development projects     Accountancy ,1987     **The Armageddon Project** Tom Sancton,Thomas Alexander Sancton,2006 Now Sam is a prime target for the C I A the French intelligence and Israel s Mossad who dispatch a sexy El Al stewardess to use any means necessary to stop him To uncover the story and stay alive he uses his reporter s instincts and the unwitting help of his foolish brother in law who becomes an unlikely savior in the nick of time From Paris Latin Quarter to the Italian Riviera to England s Dover Castle Sam races to reveal the truth before the Armageddon Project triggers a real apocalypse in the Middle East BOOK JACKET     Index to Legal Periodicals & Books ,2006     Congressional Record United States. Congress,1985 The Congressional Record is the official record of the proceedings and debates of the United States Congress It is published daily when Congress is in session The Congressional Record began publication in 1873 Debates for sessions prior to 1873 are recorded in The Debates and Proceedings in the Congress of the United States 1789 1824 the Register of Debates in Congress 1824 1837 and the Congressional Globe 1833 1873     *Sea Technology* ,1990-05     **The Washington Post Index** ,1989

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