

ala

THE AUTHENTIC LUXURY ASSOCIATION

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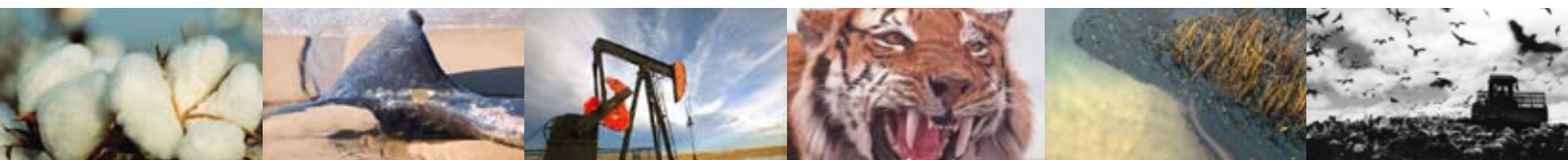
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... your opportunity to shape the future of luxury

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The luxury industry is facing crisis. With the economic downturn people are thinking hard before any discretionary spending. They are questioning the true value of what they buy, as well as how it may be perceived at a time of spreading hardship.

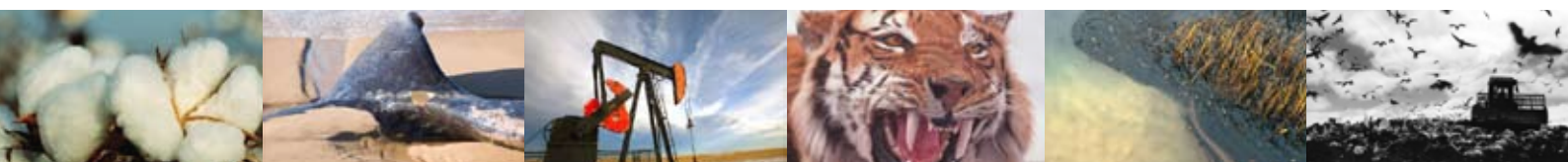
In such context, luxury must be something meaningful and lasting. It is our conviction that superior social and environmental performance is becoming a defining aspect of elite design, quality and consumer experience.

Despite the economic downturn, humanity is consuming more than our world can sustain, yet due to that downturn, social inequality becomes more concerning than ever. The products and services we create and consume are central to answering these critical challenges. How executives answer them will determine the esteem they retain for their brands through these turbulent times.

It is our conviction that luxury can lead, not lag, in the transition to a fair and sustainable world. Therefore luxury executives need not be confounded by this time of global stress, but work towards a new form of luxury that embodies what is personally, socially and environmentally the best form of human creativity. Luxury can survive to thrive, by helping us all survive and thrive.

The Authentic Luxury Association (ALA) provides you with the opportunity to become an expert in the strategic importance of social and environmental excellence, as well as its operational implications.

It provides the benefits of mixing with a group of the world's foremost entrepreneurs, experts and personalities, involved in bringing this new vision of luxury to life. By becoming involved you can help to shape the future of the global luxury industry, from its overarching themes to its leading brands.





BENEFITS

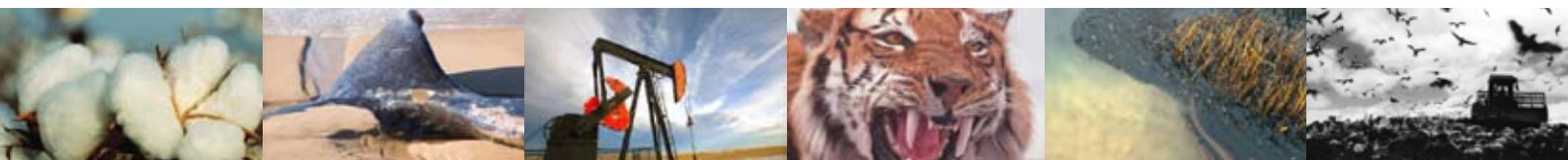
Companies in the high-end or luxury sectors are important for helping society achieve sustainable production and consumption overall because:

- they have the margins and business models to be able to innovate new sustainable and responsible approaches that can prefigure what is possible for the mainstream;
- they communicate powerfully and aspirationally with people worldwide, including the burgeoning consumer middle classes, and decision making elites, of Emerging Nations;
- although they can be wasteful, damaging and socially divisive if not attending to their social and environmental responsibilities, they can embody and promote a value shift in the way people relate to products and services.

Industry executives and experts can benefit from collaboration to:

- achieve a clearer understanding of issues of corporate responsibility for sustainable development;
- encourage an industry shift towards more responsible and sustainable practices;
- share innovations and knowledge of best practice, achieve efficiencies with the cost of improvements, and influence relevant standards and rules;
- promote consumer awareness and the ease of purchase of more sustainable options in high-end sectors;
- gain recognition and generate credibility for industry efforts.

Our mission and principles and work programmes are targeted at enabling participants in the ALA to achieve these benefits of collaboration.





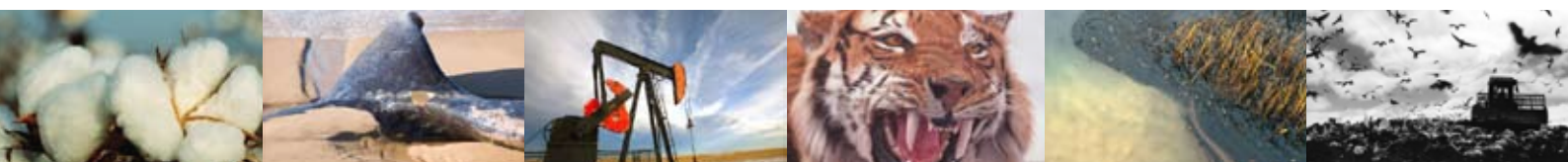
MISSION & PRINCIPLES

The mission of the Authentic Luxury Association is to galvanize designers, entrepreneurs, executives and experts to demonstrate creative forms of production and consumption that encourage a sustainable global society. Members agree that authentic luxury products and services provide consumers with what is personally, socially and environmentally the best. They strive to provide that for their customers by aspiring to meet relevant international standards on social and environmental performance throughout the lifecycle of their products and services, while encouraging others to do the same.

ALA founds its work on a set of Authentic Luxury Principles which its participants are invited to endorse and enact. These five principles are:

1. Sustainable development is a key challenge of our time and requires business leadership to empower both consumers and employees to respond;
2. Due to premium investments in quality and communications, luxury brands have a particular opportunity and responsibility to lead both business and consumers in the pursuit of sustainable development;
3. Making a greater contribution to sustainable development in comparison to other companies in similar business sectors is now a key dimension to being a high-end brand;
4. Achieving social and environmental excellence requires a luxury brand to manage its performance on all the issues identified by relevant and credible international standards, as established by intergovernmental or multi-stakeholder agencies, and deliver superior performance on an increasing range of those issues;
5. The implementation of a strategy for social and environmental excellence requires prioritizing issues raised by stakeholders in the value chain, with transparency on performance and collaboration to reduce any negative impacts and increase positive contributions.

The criteria for implementation of these principles will be developed by General Members, Associates and Board Members of ALA. Some draft criteria have been suggested for discussion.





PRINCIPLE 1

“Sustainable development is a key challenge of our time and requires business leadership to empower both consumers and employees to respond”

Possible criteria for discussion by members:

Criterion A: General Members’ directorate shall publish its commitment to this, and the following, principles and communicate them to its staff.

PRINCIPLE 2

“Due to premium investments in quality and communications, luxury brands have a particular opportunity and responsibility to lead both business and consumers in the pursuit of sustainable development”

Possible criteria for discussion by members:

Criterion A: General Members shall establish a system for ensuring they are making a premium investment in quality and communications when compared to a mainstream equivalent product or service, in accordance with sustainable development.

PRINCIPLE 3

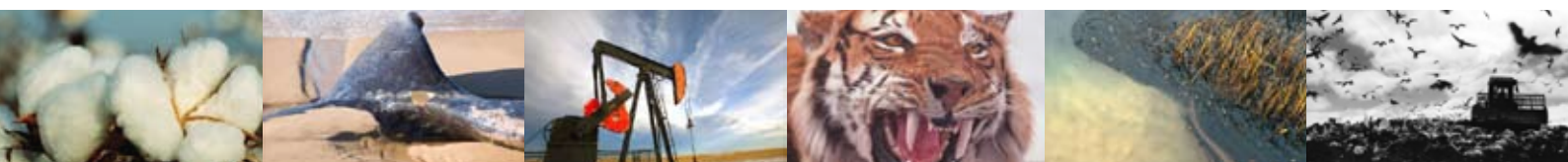
“Making a greater contribution to sustainable development in comparison to other companies in similar business sectors is now a key dimension to being a high-end brand”

Possible criteria for discussion by members:

Criterion A: General Members shall establish a system that enables them to make a greater contribution to specific sustainable development issues than a mainstream equivalent product or service.

PRINCIPLE 4

“Achieving social and environmental excellence requires a luxury brand to manage its performance on all the issues identified by relevant and credible international standards, as established by intergovernmental or multi-stakeholder agencies, and deliver superior performance on an increasing range of those issues”





Possible criteria for discussion by members:

Criterion A: General Members shall establish a system for maintaining knowledge of relevant international and credible social and environmental standards, codes, management systems and certifications.

Criterion B: General Members shall plan for improving performance on an increasing range of issues identified by those standards, codes, management systems and certifications.

Criterion C: General Members will obtain certification or other forms of independent verification of compliance with some of those standards, codes, management systems or certifications, both for their own operations and those of their business partners, such as suppliers.

PRINCIPLE 5

“The implementation of a strategy for social and environmental excellence requires prioritizing issues raised by stakeholders in the value chain, with transparency on performance and collaboration to reduce any negative impacts and increase positive contributions.”

Possible criteria for discussion by members:

Criterion A: General Members shall establish a system for regular stakeholder consultation across the value chain that incorporates feedback into strategic as well as operational decision making, on both priorities and approaches. Such consultations should be informed by relevant credible international standards.

Criterion B: General Members shall report back to those stakeholders, the wider public and the ALA secretariat. Such reporting should be informed by relevant credible international standards.

Criterion C: General Members shall collaborate with other ALA members to address common challenges and opportunities.

PARITICPATION

There are a variety of ways that individuals or organisations can participate in our work:

General Members

Select Members

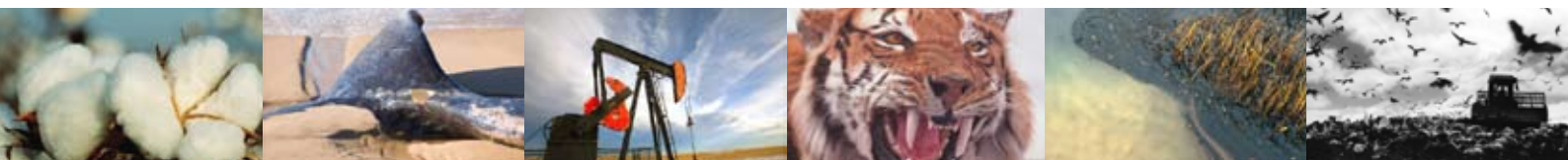
Individual Associates

Ambassadors

Founders

Partners

Sponsors





GENERAL MEMBERSHIP

General membership is open companies who write a letter from their directorate to the ALA secretariat confirming that they:

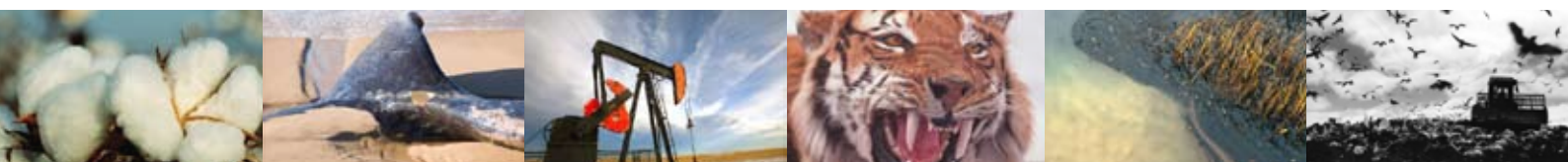
- seek to provide their consumers an elite experience due to premium investments in quality and communications;
- endorse the authentic luxury principles and will incorporate them into an official company mission;
- will engage other companies and organisations to implement these principles;
- will credibly and publicly report on their current performance and programme of activities to implement these principles and criteria, at least biannually;
- allocate budgets and responsibilities within their company to implement these principles and criteria;
- will enable the secretariat to assess the company's progress in implementing these principles and criteria, at least biannually;
- will inform the secretariat when mentioning the ALA in external communications;
- will pay an annual fee to the secretariat of the Authentic Luxury Association, depending on their turnover.

General Members receive the following benefits:

- the latest information on best-practice social and environmental management and production techniques;
- assistance in building a solid business case for sustainable development;
- access to top-tier consultants to help improve their business model;
- greater engagement with stakeholders from other sectors of the society including partner institutions of ALA;
- networking with like-minded people within the industry;
- opportunities for associating a brand with other luxury brands and potential for joint promotions;
- greater trust in claims of social and environmental commitment;
- profiles featured on the home page of the Authentic Luxury Network, through ALA agreement with that network's administrators, Lifeworth Consulting.

SELECT MEMBERSHIP

Some companies or brands can progress to a level of performance on social or environmental issues that is important to communicate to consumers to inspire behavioural change. Select Membership is awarded by the ALA secretariat to those General Members who achieve above





average performance in all aspects of authentic luxury and are the best performers for a particular aspect of that, such as carbon neutrality, or community impact. In unusual cases individual product lines may be allowed to be part of the ALA Selection, for specific activities.

The consumer-facing work of the ALA focuses on the success of these Select Members. Trade shows, fashion shows, and most other media work organised by ALA focuses on profiling the possibilities embodied by the Authentic Luxury Selection (ALS), which is comprised of these Select Members. The processes of choosing select members and the brand to use to describe this selection to consumers will be decided as ALA evolves.

Select Members receive the following benefits additional to General Membership:

- membership fee is reduced 50% for future years of membership if a whole company or brand is selected
- additional opportunities for joint promotion of products, services or brand
- greater trust in claims of social and environmental performance
- photos, blogs and postings featured on the home page of the Authentic Luxury Network, through ALA agreement with that network's administrators, Lifeworth Consulting.

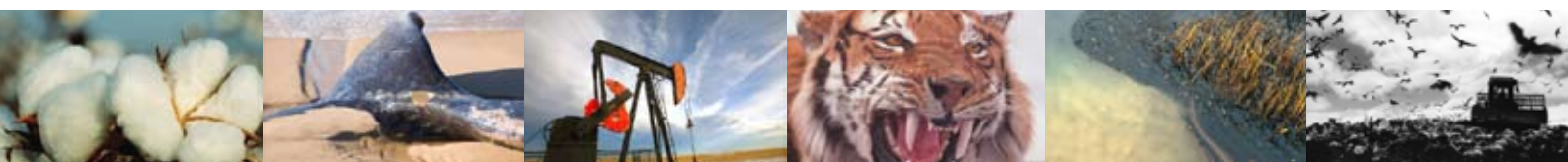
INDIVIDUAL ASSOCIATES

Involvement of experts who do not work for luxury brands, but in other related areas such as marketing, consulting, design, media, sustainability, civil society or policy, are important to the ALA. In addition, some individuals are interested in the ALA but not yet able to secure support from their employer for their company to join as General Members. To become an Individual Associate of ALA, such individuals must commit to the AL Principles in writing to the secretariat and explain how they will contribute to the activities of ALA. Signatories to ALA projects, such as the Star Charter, are automatically individual associates of ALA, if not Ambassadors (see below).

There is no fee involved, no criteria to be assessed upon, and no voting rights. In order to ensure Member companies receive most benefits, Individual Associates who work in luxury companies that are not General or Select Members of ALA will have restricted access to some ALA resources.

AMBASSADORS

Individuals who are making an outstanding contribution to promoting socially and environmentally beneficial luxury goods and services, or supporting the ALA to do the same, will be invited to become lifelong Ambassadors of the association. These fellows will be recognised at public ALA events and subsequently have full access to the events and resources of the ALA without charge. They may then be invited to help with further public events, such as those celebrating the signatories to the Star Charter.





FOUNDERS

The original founders will always be acknowledged on the ALA site and do not have to be members of the ALA. "Founding Members" is a category of membership for those luxury companies that join the ALA before its official incorporation and public launch in late 2009. Founding members have no more governance rights than other current members.

PARTNER ORGANISATIONS

Organisations that collaborate on projects, such as NGOs and IGOs, can be acknowledged as partners. This involves no governance role.

SPONSORS

Individual, corporate or charitable sponsors are sought for the Associations work programme. If they take a leadership role in supporting the ALA they may be invited to become Ambassadors.

GOVERNANCE

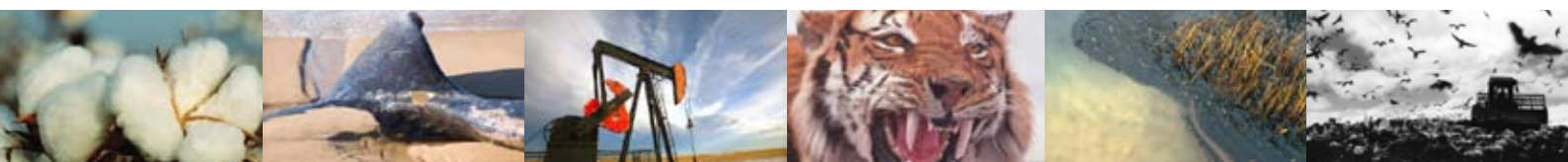
The principles and criteria, forms of participation, and governance arrangements for ALA aim at ensuring a robust and flexible framework. The governance arrangements will ensure that our work is driven by the executives and entrepreneurs who join the initiative, not merely the founders, and that independent experts have some influence over our strategy, thereby enhancing the credibility and intelligence of our endeavours. The administration is intended to be light (e.g. long terms on boards and only biannual reporting), and allow a variety of people and organisations to participate in various ways, while ensuring only the most authentic luxury companies are promoted to consumers. Many details, such as the number of seats on the boards, will be worked out by the founding group during incorporation.

ADVISORY BOARD

Some Individual Associates who are particularly active can be invited by the board of directors to join the advisory board in an individual capacity. This advisory board provides ongoing advice and public communications and plays a role in governance. Advisory board members are appointed for 3 year terms by existing Advisory Board members. The first Advisory Board is appointed by the founders. If an advisory board member wishes to remain on the board for a consecutive term then a vote of members is required and the appointment confirmed if less than 50% of members vote against the appointment. The Advisory Board meets once a year and the minutes always made public. The advisory board will consist of 10 persons.

BOARD OF DIRECTORS

The ALA will be incorporated as a not for profit, accountable to its members through a board of directors. Directors must be drawn from employees of member companies and serve 3 year terms.





60% of these directors will be elected by current members, and 40% by the Advisory Board. The board of directors appoints the head of the secretariat. The Board of Directors convenes once a year. People can not serve on more than one of the advisory board, directors board, or secretariat at the same time.

WORK PROGRAMMES

Four work programmes are envisaged, each with sub-programmes. The ALA business programme helps executives and entrepreneurs to achieve more socially and environmentally beneficial operations. The ALA consumer programme generates greater consumer awareness of the need for, and availability of, more authentic luxury brands. The ALA leaders programme supports top-tier or notable individuals to promote authentic luxury to their relevant communities. The ALA research programme generates the data and knowledge to support these three work programmes, as well as informing the association's evolving strategy.

BUSINESS PROGRAMME

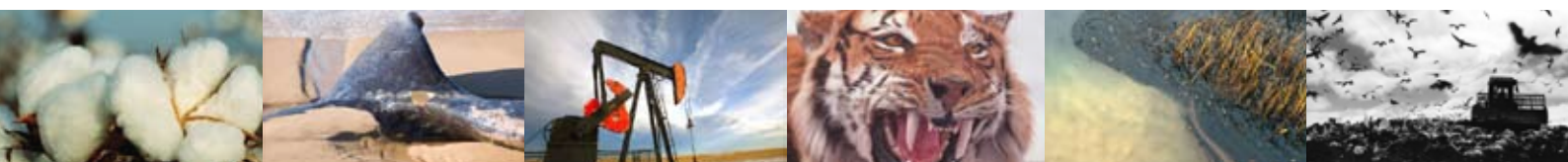
The ALA business programme helps executives and entrepreneurs to achieve more socially and environmentally beneficial operations:

- Training: workshops for the luxury industry on social and environmental performance, available to all but at discount for ALA members
- Networking: Support for professional social networking, through on-line, conference and media outreach, to connect people in the luxury business and relevant civil society organisations: the main vehicle for this being the Authentic Luxury Network
- Advisory: develop competency and capacity to advise ALA members, and connect them with relevant expertise, as well as build the capacity and performance of suppliers for AL brands, and to connect ALA members with socially and environmentally preferable suppliers, as well as advise other organisations on specialist projects
- Directory: develop a business-to-business directory of AL brands, retailers and relevant suppliers for ALA members to access and update directly
- Literature: prepare books to promote industry awareness and competence.

CONSUMER PROGRAMME

The ALA consumer programme generates greater consumer awareness of the need for, and availability of, more authentic luxury brands:

- Events: fashion shows promoting authentic luxury, for instance in partnership with existing groups such as Eco Chic Fashions (<http://www.ecochicfashions.com>)





- Audio Video: short videos to promote authentic luxury, for instance in collaboration with the producers of More Than Pretty Knickers (<http://www.morethanprettyknickers.com/>), as well as promotion of relevant documentary concepts to TV producers
- PR: contacting print journalists about AL issues, members and activities to promote coverage
- Literature: prepare books to promote consumer awareness

LEADER'S PROGRAMME

The ALA leaders programme supports top-tier or notable individuals to promote authentic luxury to their relevant communities:

- Ambassadorships: recognition, celebration and support for exceptional individuals who are promoting authentic luxury and the work of ALA
- High-level Dialogues: convening notable individuals from creative industries, the arts, popular culture and philanthropic families, to share ideas and encourage action to promote authentic luxury.
- Star Charter: promotion and maintenance of a charter of principles for responsible brand endorsement by celebrities, to encourage more celebrity promotion of socially and environmentally beneficial brands.

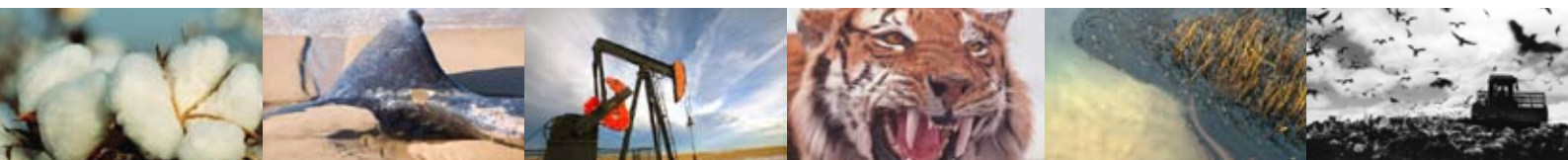
RESEARCH PROGRAMME

The ALA research programme generates the data and knowledge to support these three work programmes, as well as informing the association's evolving strategy:

- Database: develop a central source of issues, initiatives and tools related to AL, to inform the business and consumer work programmes
- Reports: research and prepare reports to inform the business and consumer work programmes, and to promote the AL field, such as one that replicates the WWF Deeper
- Luxury assessment of luxury goods for luxury services (i.e. hotels, spas, restaurants, mobility, events, concierge etc)
- Evaluations of the effectiveness of the ALA in achieving its mission.

REGIONAL FOCUS

ALA work programmes will have regional foci, such as a South East Asia work programme, Anglo Saxon work programme, Francophone work programme, Latin work programme, and so on, to ensure that AL awareness and participation grows worldwide.





ABOUT US

The Authentic Luxury Association is a work in progress and we welcome enquiries about how we might collaborate.

INSTIGATORS

The ALA is the brain child of people who came together after the publication of the WWF Deeper Luxury report in 2007, to create greater change on this agenda.

Jem Bendell - www.lifeworth.com

Timothy Han - www.timothyhan.com

Jenny White - www.eco-boudoir.com

Eduardo Escobedo - www.biotrade.org

Marco Bevolo

Jorg Demuth - www.theorganicspa.eu

CONTACT: www.authenticluxury.org | contact@authenticluxury.org

THE AUTHENTIC LUXURY NETWORK

Lifeworth Consulting created, promotes and administers the Authentic Luxury Network.

The mission of the network is to be a professional social network that enables anyone to share or find out information on developments in the social and environmental performance of luxury brands, without a fee. There are no barriers to joining, and participation is in a personal capacity. You are welcome to join the network at www.authenticluxury.net

The relationship between ALN and ALA is envisaged as follows:

- ALN provides a mechanism through which people can informally connect on these subjects, and therefore discover the ALA and its members
- Neither ALN or ALA make an exclusive claim over “authentic luxury” brand.
- ALN administrators promote all ALA members to “featured” status on the homepage, and ALA Select Members to featured blog and photo status on the homepage.
- ALN carries a banner for ALA on homepage, and vice versa
- ALA does not launch its own social network or public forum for individual members, yet a directory of ALA members is possible, and probably desirable.

