

The Thinking Watermill Society | May 2023

Interview with Mr Henri Joli

(International Artistic Consultant, Expert in Fashion, Public Relations and Global Development)



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Introduction

Henri Joli, owner of Henri Joli Partners Ltd has more than 20 years of experience in the world of luxury and Haute Couture.

In his second interview with The Thinking Watermill Society, we learn more about Henri's thoughts regarding luxury fashion and haute couture against the backdrop of sustainability and technology.



1. In our first interview, you had positive thoughts on the growth of sustainable and ethical fashion. Today, what are your thoughts on luxury brands, like Gucci, having sustainability strategies and policies?

Their long-term efforts to design a more sustainable business model took on a new dimension with the announcement of their sustainability strategy, entitled "Culture of Responsibility", which is based on a series of long-term goals.

These goals move us forward every day to produce positive changes for the planet and for all of us. Every luxury group should go on this way!



image source: [Dior.com](https://www.dior.com)

2. Dior and Parley for the Oceans collaborate to show support for sustainability and goodwill. What is your opinion on luxury brands acting on social issues (social-conscious luxury)?

The Beachwear Capsule is a great idea! Luxury is arguably one of the sectors with a great need to remain at the forefront of innovation. This sector is based almost entirely on consumer desires. Managing a luxury brand means finding the trend of tomorrow: the new product or service that perfectly meets the needs of the consumer, even if they do not know that they need it. Innovation is therefore at the heart of luxury. It is more important today as the typical consumer of luxury goods and services is changing!



image source: [Dior.com](https://www.dior.com)

3. Some fashion designers claim that intellectual property protection of designs might hinder creativity and inspiration. Do you agree with this?

It is important to note that IP protection should not be seen as a barrier to creativity and innovation. On the contrary, it can encourage creators to innovate more by offering them legal protection for their creations.

4. Rahul Mishra presented designs at the 2023 Haute Couture Week that envisioned the future of fashion while paying homage to ancestral Indian handiwork. What have you observed as the roles of local communities in haute couture today?

He is the first Indian designer to have been beckoned by the committee of the Chambre Syndicale de la Haute Couture! Indian culture is so rich that the House of Dior paid a beautiful tribute to this culture recently for its Haute Couture Spring Summer 2023 collection!

Local communities have an important role in haute couture today. Indeed, they can contribute to the promotion of haute couture by organizing local events to highlight local designers and haute couture brands.

Local communities can also help train young talent by offering scholarships and internships in haute couture companies.

Finally, they can help preserve cultural heritage by supporting local artisans working in the field of haute couture.



image source: [Dior.com](https://www.dior.com)

5. What are some important sustainability trends that we should look out for in haute couture and luxury fashion?

Important sustainability trends we should look out for in haute couture and luxury fashion are:

a) Luxury brands and fashion houses are committed to three major sustainability goals: reducing greenhouse gas emissions, protecting biodiversity and preserving natural resources.

b) Luxury consumers are increasingly sensitive to the environmental impact of the products they buy and are looking for brands that have a sustainable approach.

c) Major luxury houses and fashion brands such as Kering, Chanel, and Hermès are committed to the sustainable textile industry.

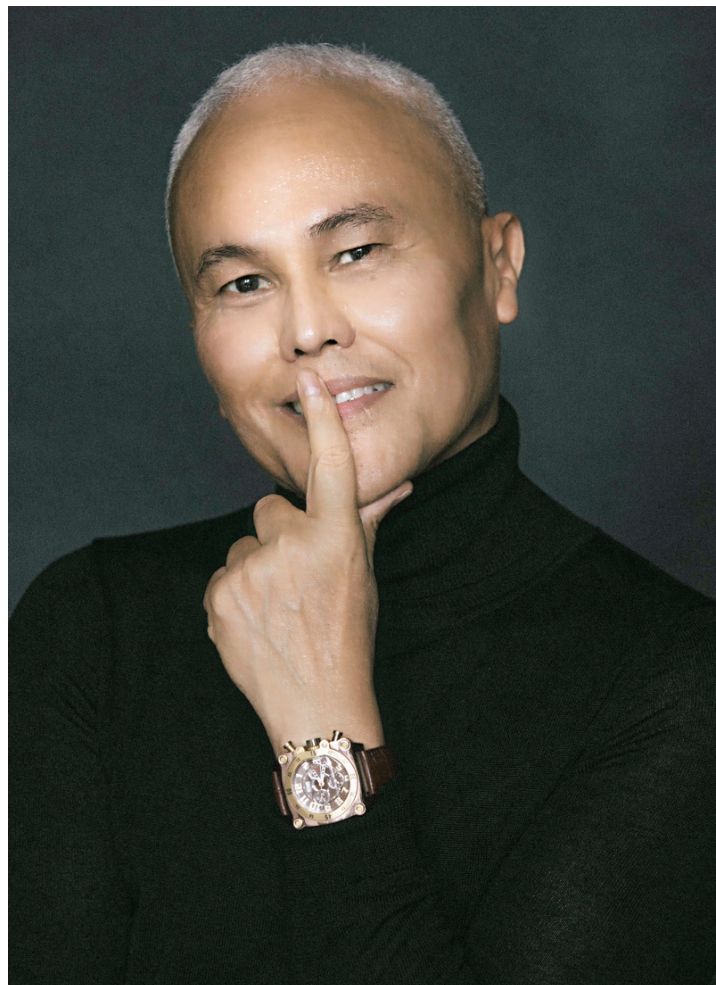


image source: [Hermès](#)

Concluding remarks:

In conclusion, since my return to France, I would like to keep my time helping all these young people who have a passion for Fashion and Art with a strong direction towards the ecosystem, in order to accompany them serenely in their project!

Today's society has changed and with this endless economic crisis, young people will no longer have the means to afford fashion schools that are worth a fortune so we must help them differently! I have this project of accompaniment of young people in this sector which remains a very interesting idea and will be grafted into other projects always related to it.



Thank you for your cooperation on behalf of The Thinking Watermill Society. All the best in your current and future endeavours, Mr Joli

Learn More about Henri Joli Partners Ltd

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About The Thinking Watermill Society

The Thinking Watermill Society is a non-profit organization. In particular, it promotes the debate and exchange of ideas among its members regarding the changes underway in the economic, cultural and social landscape, together with the analysis of the consequences that said changes entail, so as to identify the possible opportunities of economic, cultural and social growth related to said changes.

Our headquarters are in Rome, Italy.

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