

# These Loro Piana sweaters are a perfect sustainable option for Spring

Environmentally sensitive needn't equate to unsexy. Introducing Loro Piana's eminently strokable (and fully sustainable) baby cashmere sweaters

By [Teo van den Broeke](#)



tom van schelven

It's a widely held myth that the luxury industry is one of the greatest contributors to [the world's environmental crisis](#). Fashion, taken as a whole, is problematic, sure, but at the highest echelons of ultra-elevated luxury, sustainability has been an integral part of the vernacular for decades.

Take, for instance [Loro Piana](#) – the family founded, LVMH-owned cashmere brand that has made its name selling £1,500 sweaters to the world's most tasteful plutocrats. Not only is the label's output incredibly small, due to the rarefied nature of its fondle-friendly sweaters, shirt jackets and knitted polos, but the way in which the cashmere fibres are sourced from Mongolia's hulking, be-horned capra hircus goats is as carbon neutral as it's possible to get. Very little machinery is used in the process, the land required is minimal and the number of said goats that even exist minute.



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But why Mongolia? Why not raise the goats in Milton Keynes? It would undoubtedly be less expensive and make the whole process of sourcing cashmere considerably less involved. The short answer is that the finest cashmere can only be harvested from goats living in the world's harshest

environments. “The particular softness of this cashmere is entirely due to the harshness of the weather,” Loro Piana CEO Fabio d’Angelantonio tells me. “It’s an interesting matter of contrast: the more severe the weather, the softer the cashmere.”

It’s a point mirrored by Loro Piana’s deputy chairman Pier Luigi Loro Piana. “Cashmere is not plastic,” he says. “It’s not something you can create with an engine. We are giving hope to the next generation, the cashmere we produce is probably produced with less CO<sub>2</sub> than any fabric that is produced with oil. There is nothing more sustainable than cashmere.” Stands to reason, then, that you should do your bit for the planet this spring by investing in one of Loro Piana’s stupidly soft baby cashmere crewneck sweaters. Mother Nature will thank you (even if your bank manager won’t).

**Loro Piana sweaters from £920. At [LoroPiana.com](http://LoroPiana.com)**