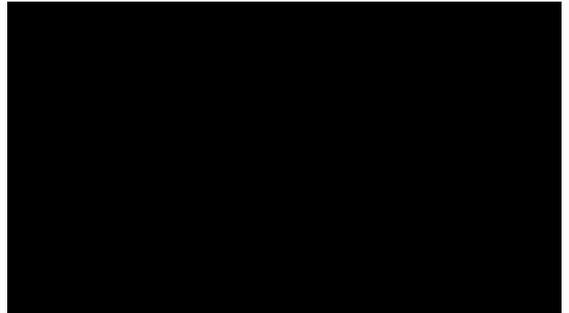


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Positive Luxury and Its Butterfly Mark: A Sustainable Approach to Better Shopping



Nel-Olivia Waga Contributor ⓘ

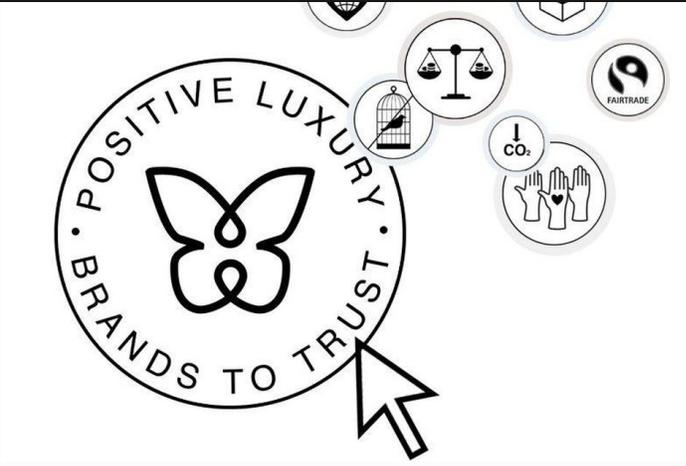
Life is a journey. I prefer to travel through it in style.

f Do you know where the timepiece on your wrist or the earrings you're wearing come from? And, what

t about the Champagne you cheers with when celebrating a success or a special occasion? Do you

in know where these have been produced and how they have been created?

Do you ever ask yourself these questions before you buy any of your luxury or lifestyle goods? I know I do because I care about the origin of my purchases. I believe that positive processes ultimately make a better product that contains a good energy. I find value in purchasing my luxury gadgets from brands that produce their merchandise in pure and eco-friendly environments under harmless, human-friendly conditions. "Positive Luxury" embodies these important desires.



Positive Luxury Butterfly Mark POSITIVE LUXURY

Positive Luxury is a company that serves the purpose of acknowledging luxury lifestyle brands that are committed to sustainability and connecting those brands with consumers who value luxurious items and the protection of the environment. It was founded in 2011 by Karen Hanton, creator of toptable.com, a website currently known as „Open Table,“ and Diana Verde Nieto, a pioneering sustainability expert who has been honored by the World Economic Forum as a Young Global Leader. Together, the two combine their distinctly different backgrounds and expertise in sales and sustainability to successfully run Positive Luxury.



Positive Luxury Co-Founder: Diana Verde Nieto POSITIVE LUXURY

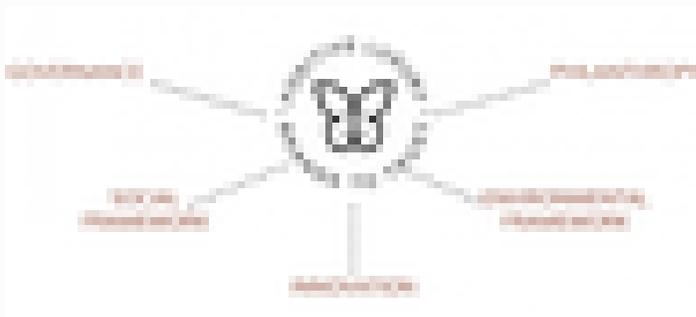
The mission of the UK based company is to both inspire customers to buy better products and influence brands to create better products. Positive Luxury picks its partners from various fields such as fashion and accessories, premium beverages, automotive, jewelry and watches, and travel.

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What makes Positive Luxury even that much more unique is that it awards brands with something called a „Butterfly Mark.“ A butterfly mark is an interactive trust mark that identifies brands in the luxury community of #brandstotrust. It offers brand transparency at the point-of-sale in a consumer-friendly way.

Luxury's founders, Hanton and Nieto, which they were inspired by the story of the large British blue butterfly. Its species was extinct in 1979 and brought back to the natural world due to the dedication of multiple organisations. To this day, the reintroduction of the previously extinct large British blue butterfly story is known as the most successful case using insects in the world. This success led Positive Luxury to aim for closing the trust gap between brands and people whilst creating a positive impact in society and improving the global corporate social responsibility.



Positive Luxury's Butterfly Mark - BRANDS TO TRUST POSITIVE LUXURY

To earn this coveted trust mark, brands must pass a stringent annual evaluation that examines sustainability from a holistic point of view, measuring important practices such as governance, social and environmental frameworks, philanthropy and innovation. Famous brands such as Dior, Ruinart, Weleda, Givenchy, Kiehl's, Tag Heuer or Six Senses Hotels & Resorts have undergone the assessment processes of Positive Luxury and have been awarded the Butterfly Mark.

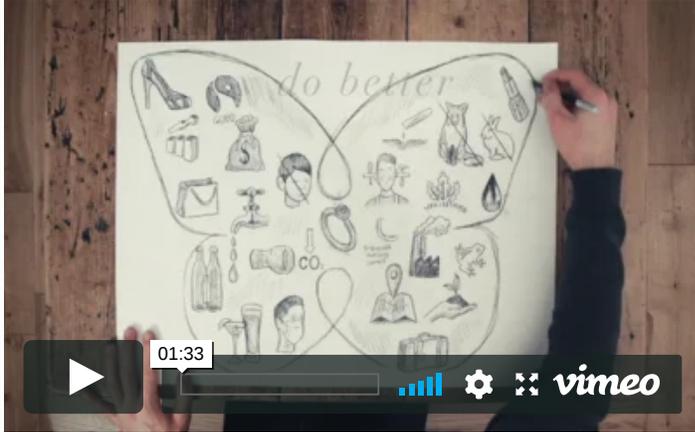
On www.positiveluxury.com you can not only find a complete list of certified and trusted brands, but also behind the scene production stories of

topics and inspiration on how to live, purchase and travel with a sustainable approach.



Positive Luxury Co-Founder Diana Verde Nieto with Positive Luxury Brand Ambassador Storm Keating POSITIVE LUXURY

"If you care about buying and experiencing amazing things whilst doing good and not harming our world or the people in it, Positive Luxury is the perfect company to explore. Positive Luxury's butterfly mark gives you the purchasing power to choose brands that care about this too. Your purchase is benefitting you, but is more importantly making a difference to greater society and this planet."



Nel-Olivia Waga is the founder of the lifestyle platform [HER ETIQUETTE](#) and the luxury marketing firm [HER CONCEPT](#). Follow her on [Instagram](#) or connect with her on [LinkedIn](#).



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Being in love with everything beyond average is my nature. I look behind the surface and try to find the special story in everything I see, wherever I go and whatever I ... **Read More**

