




**HN**  
CONSCIOUS

R O I  
■

Conscious luxury delivered



**“ You’re Not Supposed To  
Give People What They  
Want, You Give Them  
What They Don’t Know  
They Want Yet ”**

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C O N S C I O U S



LUXURY SUSTAINABLE  
LIFESTYLE RETAILING

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CONSCIOUS



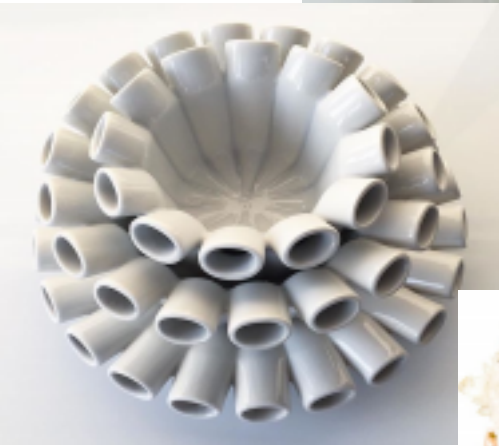
**HN**

CONSCIOUS

SUSTAINABLE LUXURY  
CONCEPT STORE

LIFESTYLE GALLERY  
SPACE/  
INSTALLATION SPACE

this way to  
now  
love  
calm  
focus  
clarity  
gratitude  
happiness



**HN**

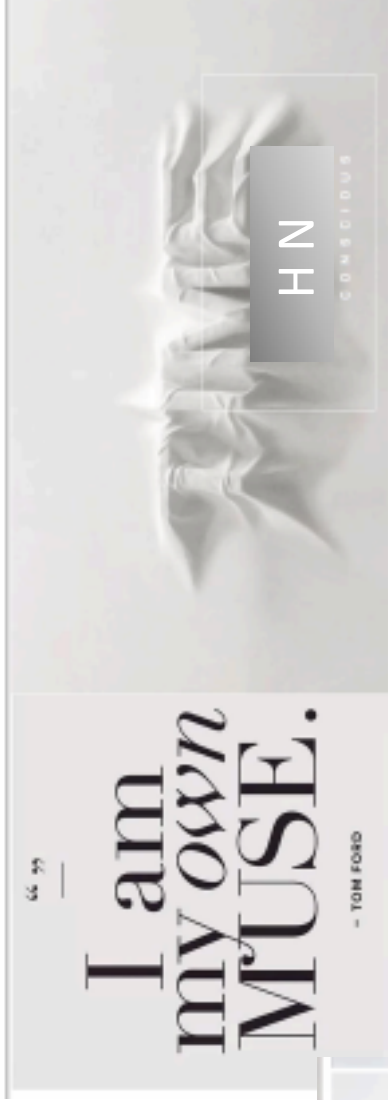
C O N S C I O U S

ETHICAL SUSTAINABLE  
LUXURY FASHION





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# GREEN BEAUTY

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# NEWGEN ETHICAL DESIGN

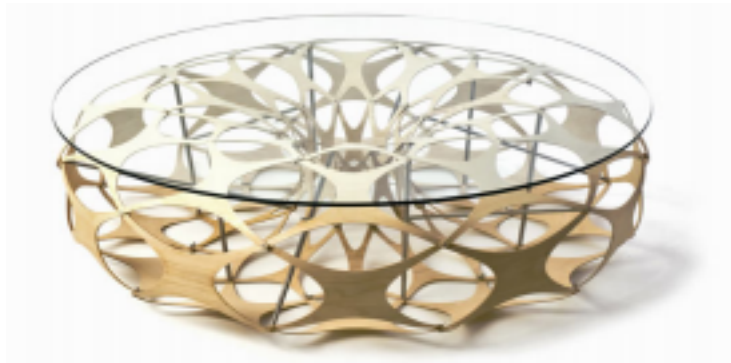
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C O N S C I O U S





DISCOVERY SPACE  
SUSTAINABLE LUXURY  
NEWGEN TALENT  
ATELIER



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# CONSCIOUS KITCHEN BAKERY + STORE

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C O N S C I O U S



LOCAL ORGANIC FOOD & DRINK CONCESSIONS

FARM TO TABLE CAFE  
PANTRY / RETAIL



HN  
CONSCIOUS



HN CONSCIOUS KITCHEN, BAKERY + STORE



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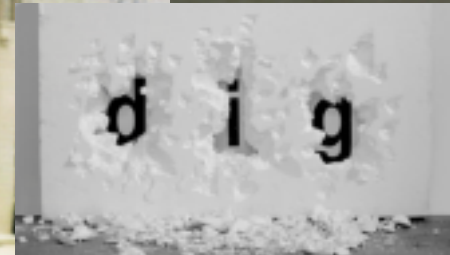
CONSCIOUS



VOYAGING  
CONSCIOUS  
CONCEPT  
STORE

HN

C O N S C I O U S





HN  
CONSCIOUS





CONSUMER  
RESEARCH  
STATISTICS  
+ DATA

**“ I believe that behind each customer, there is a citizen,  
and as citizens we all have a responsibility to our planet.  
This is as true in China as it is anywhere else in the world ”**

*Kering CEO, François-Henri Pinault*

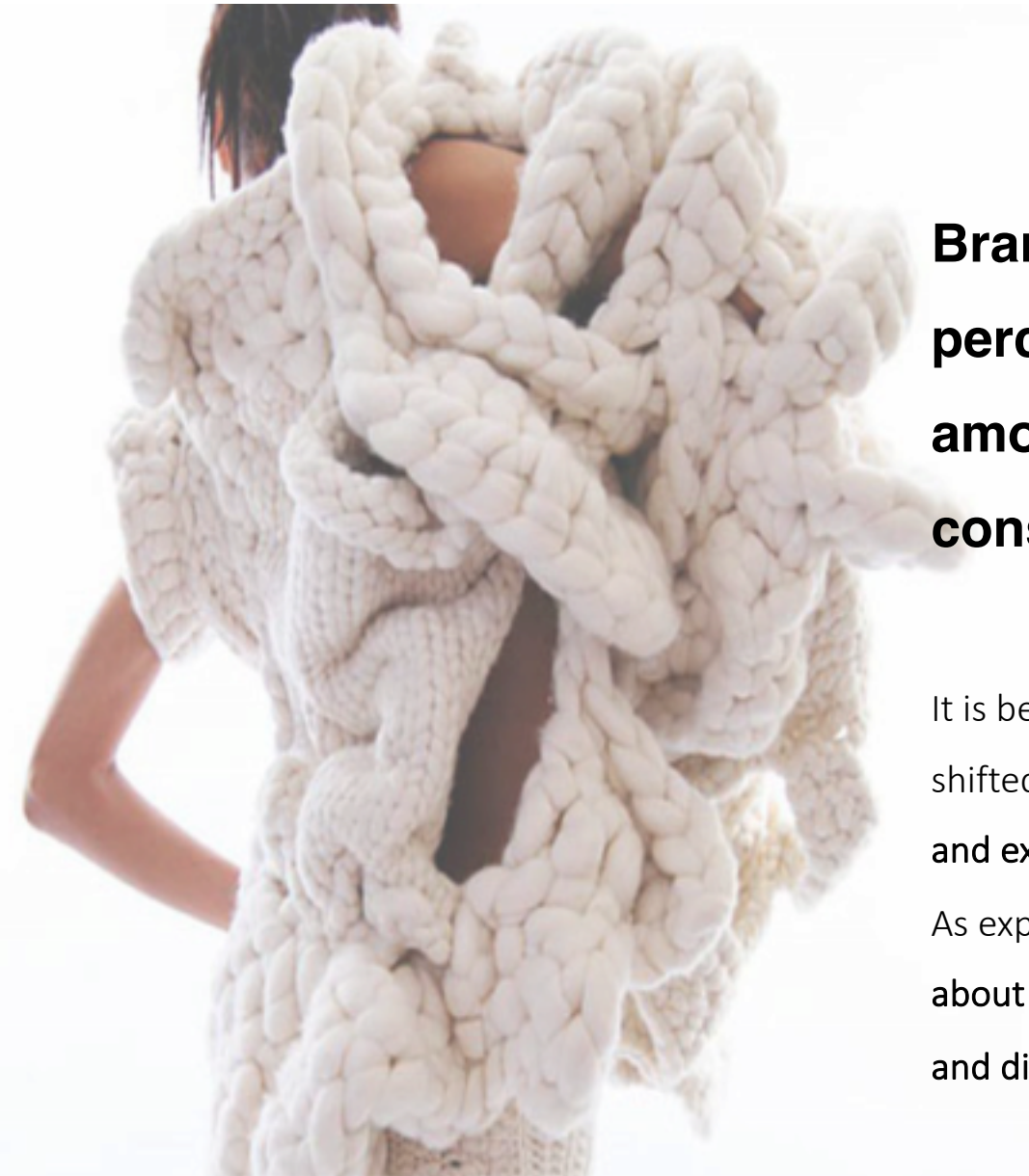


### **Kering Launches Sustainability Award in China**

Fashion is the second most polluting industry in the world after oil and gas, and more than 90 percent of the potential to improve its sustainability lies within the supply chain — much of that within China. *WWD 2019*

### **Sustainability Sells in China**

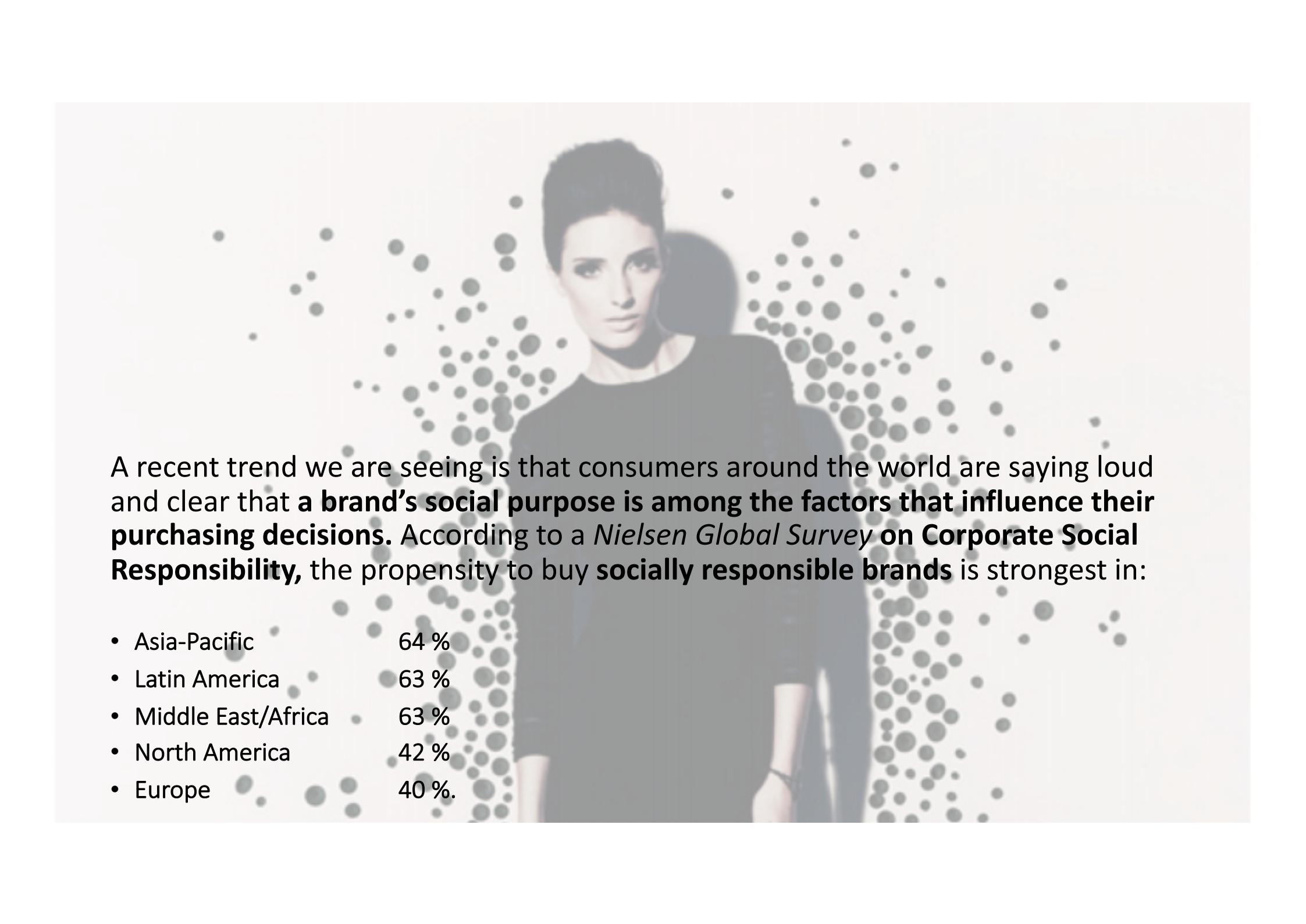
Environmentally friendly textile products and innovations drew crowds at Intertextile Shanghai. *WWD 2019*



**Brands should take note of the changing perception of luxury in China, particularly among the millennials and generation Z consumers.**

It is believed that what these consumers desire from luxury items has shifted from an emphasis on the materialistic level to a **more spiritual and experiential aspect.**

As explained by *Deloitte* in a July report, “status has now become less about ‘what I have’ and more about ‘who I am’; more ethical, tasteful and discerning.”



A recent trend we are seeing is that consumers around the world are saying loud and clear that a **brand's social purpose is among the factors that influence their purchasing decisions**. According to a *Nielsen Global Survey on Corporate Social Responsibility*, the propensity to buy **socially responsible brands** is strongest in:

- Asia-Pacific 64 %
- Latin America 63 %
- Middle East/Africa 63 %
- North America 42 %
- Europe 40 %.

**Sustainability**  
Playing a central role in  
Abu Dhabi's economic growth



**“Sustainable Environment and Infrastructure” is one of the six main objectives listed in the UAE’s National Agenda 2021”**

The activities and events created to pilot the **growth of sustainable consciousness** can be seen on daily basis across the UAE.

It is our pride to stay **conscious as a community** and keep working together till we accomplish that goal."

*Vishnu Suni research officer at the Emirates Environmental Group*

**GIVING BACK IS  
THE NEW LUXURY,**

FRANCA SOZZANI

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URN  
OF  
THE  
GRI  
TY**

the agency for good .

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Created for `Harvey Nichols  
by Orianna Fielding + Christopher Dehaney

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