

# THOUGHT-STARTER: SHOULD REUSABLE WATER BOTTLES BE A LUXURY PRODUCT?

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*Virgil Abloh's reusable water bottle for Evian is indicative of luxury's new mindset. But senior futures analyst Victoria Buchanan asks: shouldn't sustainable products be accessible and desirable to all?*

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Last week, Evian launched its new reusable water bottle concept in Paris at a lavish **fashion party** in collaboration with hyped fashion designer Virgil Abloh. Paper Magazine called it 'refreshing', while Fast Company said 'leave it to Abloh to make reusable water bottles fashionable'.

And yet, something about this collaboration feels off. Abloh was not just appointed to apply his brand of fashion cool to the water industry; he has also been appointed Evian's Creative Advisor for Sustainable Innovation Design, tasked with helping the brand meet its goal of becoming **fully circular** by 2025.

Abloh claims he is making sustainable design accessible to all, but what about the small issue that we still don't live in a world in which water is accessible to all? In hiring a hyped fashion designer, Evian has tried to separate the idea of water as a necessity for life and water as a luxury product, missing the opportunity to create a whole-system solution that is truly inclusive for all.

Read the Opinion piece [here](#).