

# WHAT IF

ISSUE 1



Luxury buys  
the Amazon  
Rainforest?



At first, it  
might seem  
too radical  
an idea.

But what if global leaders across the luxury sector joined forces to buy the rainforest? It would be a savvy investment, spark an explosion of creativity and build loyalty with a new generation who are establishing what luxury means to them.



**ALL WHILE  
SAVING THE  
PLANET'S  
LUNGS.**

# The rainforest is the embodiment of luxury itself.

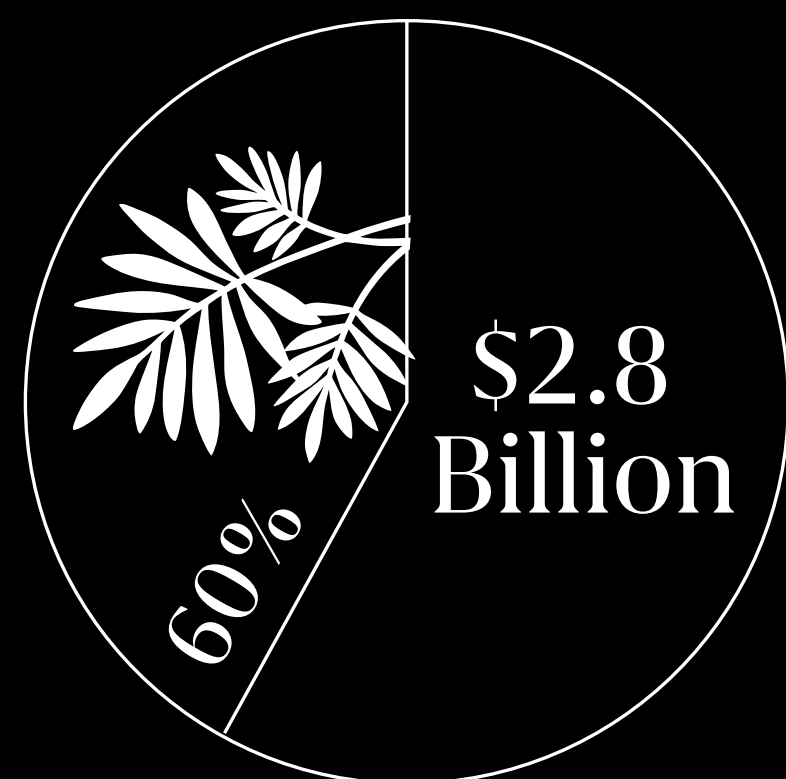
It's a unique, fragile wonder of the natural world, over 70 million years old and with a value that will only increase with global warming.

A 'bargain' is how The Economist described rainforests when calling for a big, reliable flow of cash to make them more valuable when filled with trees than flattened. A freshly cleared hectare of land currently goes for around \$1,200 and pumps 500 tonnes of carbon into our atmosphere.



## THE PRICE TAG?

A mere \$2.8 billion a year would be enough to preserve 60% of rainforests located in Brazil.



It needn't be complicated either. The logistics are already in place to purchase legal, freehold parcels of untouched Amazon rainforest through charities such as The Rainforest Trust. Individual philanthropists have already safeguarded millions of acres of biodiversity and indigenous communities in this way.



RAINFOREST  
TRUST®



# Our Radical Idea

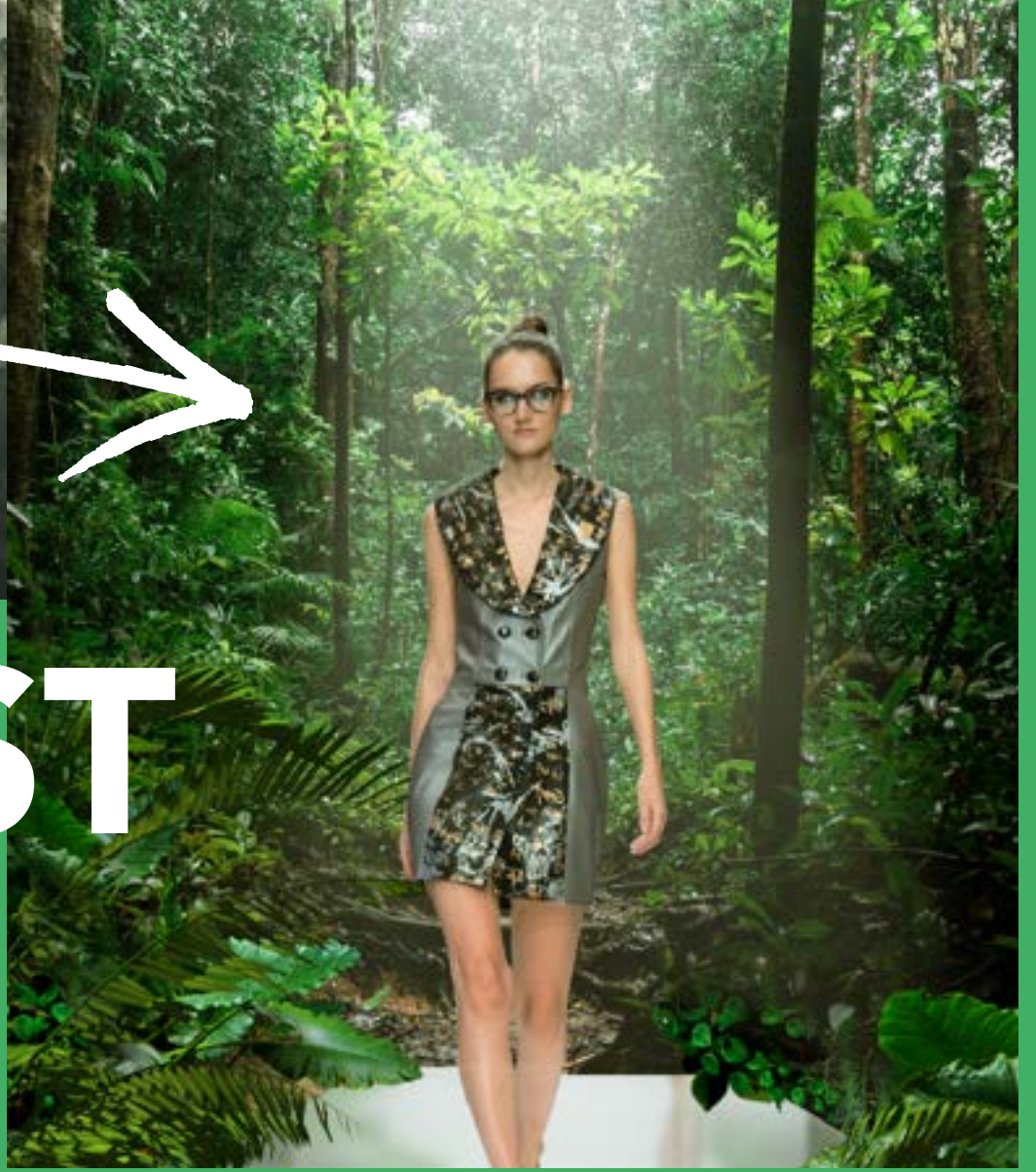
**What if luxury's most influential brands gather under one banner to buy the Amazon rainforest as a consortium?**

The global luxury market is estimated at \$242.8 billion. You have the wealth and prestige to create a proud legacy that would benefit the entire planet. Moreover, imagine the snowballing movement that would emerge once the most influential leaders took action.



This is exactly what the next wave of consumers want, younger generations are set to become the largest buyers of luxury goods by 2030. They are not chasing status symbols, flashy opulence, or signalling that they've climbed the social ladder - that's old luxury.





# RAINFOREST FASHION WEEK

The loudest statement the luxury industry could make this season would be its commitment to a healthy planet.

It could also be a catalyst for creativity. Drawing inspiration from rare flora and fauna and weaving them into limited collections or immersive experiences.

Rainforest Fashion Week could challenge Paris for dominance, with shows held amongst the trees as designers launch sustainable collections.

Where luxury points the way,  
the world follows.

**NOT SO  
RADICAL,  
IS IT?**

# So who are we, to be wading into this topic?

We are Smyle, a creative agency that turns big ideas into unique experiences. A powerful enough idea is the engine for a whole movement. Ideas spark from insight and power our inspiration; the bigger the idea, the better the story.

We also care deeply about our planet. Sustainable thinking runs through all of our content creation and digital, physical and hybrid experiences.

If you've enjoyed this piece and you'd like to know more about us then email [amanda.a@smyle.co.uk](mailto:amanda.a@smyle.co.uk)



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