

## **Gucci Qatar and Kuwait Developing a Sustainable Health and Safety Culture in Luxury**



### **Retail Introduction:**

Demoura Lawson Consulting (DMLC) collaborated with Gucci's operations in Qatar and Kuwait to implement robust Health, Safety, and Environmental (HSE) systems across their retail stores.

This partnership aimed to ensure compliance with regional regulations, enhance operational safety, and integrate sustainable practices into Gucci's brand culture. The project delivered tailored solutions to address the unique challenges of each region, reinforcing Gucci's commitment to excellence in luxury retail.

### **Scope of Work**

#### **Gucci Qatar:**

DMLC focused on developing comprehensive Health and Safety (H&S) manuals for all Gucci stores in Qatar. This included:

- Conducting a detailed needs assessment to identify risks and compliance gaps.
- Creating user-friendly H&S manuals with visuals, incorporating local regulations and store-specific risks.
- Designing emergency procedures, PPE guidelines, and standardized safety protocols.
- Delivering training workshops to ensure staff understood and implemented the new procedures.
- Conducting annual reviews and audits to maintain compliance and adapt to evolving regulations.

The deliverables included H&S manuals, quick-reference guides, training materials, and a summary report.

#### **Gucci Kuwait:**

The focus in Kuwait was on delivering essential HSE training across all Gucci stores to elevate safety standards and compliance. This included:

- **IOSH Working Safely Training:** Hazard recognition, risk assessment, and workplace safety practices.
- **Highfield Level 2 Fire Safety Training:** Fire prevention, emergency response, and fire safety equipment usage.
- **Highfield Level 3 First Aid Training:** First aid techniques and workplace incident management.
- Conducting comprehensive risk assessments to identify hazards and ensure alignment with Gucci's safety standards.

## Methodology For Qatar:

DMLC adopted a seven-phase approach:

1. **Needs Assessment:** Identified compliance gaps and store-specific risks through stakeholder meetings and site evaluations.
2. **Manual Development:** Created H&S manuals, emergency procedures, and safety guidelines with user-friendly designs.
3. **Regulatory Reviews:** Ensured manuals met local legal standards through collaboration with Gucci's management.
4. **Implementation Support:** Provided follow-up assistance to ensure smooth integration of protocols.
5. **Annual Reviews:** Updated guidelines to align with evolving regulations.
6. **Final Reporting:** Delivered a comprehensive report with compliance metrics and recommendations.

## For Kuwait:

The methodology for training and risk assessments involved:

1. **Site Inspections:** Examined store areas (customer zones, storage rooms, staff areas) to identify hazards.
2. **Hazard Identification:** Catalogued risks such as slips, electrical hazards, ergonomic issues, and security threats.
3. **Risk Evaluation:** Assessed hazards by likelihood and severity, prioritizing high-impact areas.
4. **Control Measures:** Recommended practical solutions like layout adjustments, signage, and staff training.
5. **Training and Workshops:** Conducted sessions to train staff on implementing new safety procedures.
6. **Documentation:** Provided detailed reports with findings and action plans.
7. **Follow-Up:** Suggested periodic reassessments to ensure ongoing compliance and improvement.



**Outcomes** The initiative delivered measurable improvements and significant benefits across Gucci's operations:

### 1. Strengthened Compliance:

- The H&S manuals developed for Gucci Qatar provided a comprehensive framework for regulatory adherence.
- Compliance levels improved by 30% from 2023 to 2024, reducing operational risks and ensuring consistent safety practices.

### 2. Enhanced Safety Awareness:

- Trained over **60 employees** in workplace safety, fire prevention, and emergency response, fostering a proactive safety culture in Qatar and Kuwait.

### 3. Effective Risk Management:

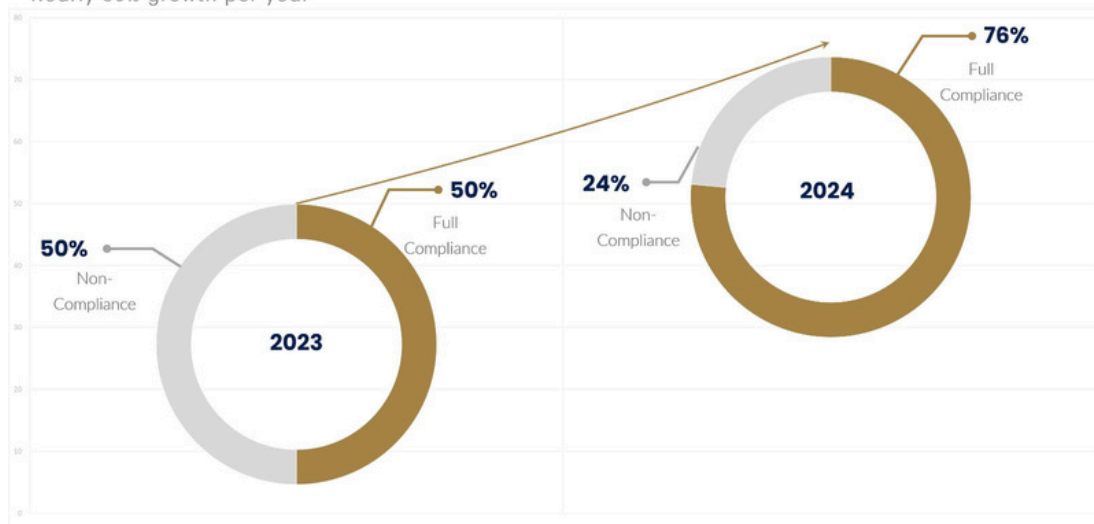
- Comprehensive risk assessments in Kuwait identified critical hazards and implemented mitigation measures, enhancing safety for employees and customers.

### 4. Sustainable Operational Practices:

- Tailored support ensured sustainability was integrated into daily operations, reinforcing consistent safety and environmental standards across both regions.

## Compliance Growth

Nearly 30% growth per year



Through this collaboration, Demoura Lawson Consulting helped Gucci establish a sustainable and safe working environment, supporting its vision of operational excellence in the luxury retail sector.