

Forum:[Hack Forums](#)

Thread: [Loro Piana Under Court Watch: When Quiet Luxury Gets Loud](#)

JoseMar - July 20, 2025, 12:17 pm

Loro Piana Under Court Watch:
When Quiet Luxury Gets Loud

The Quiet Luxury Problem

Let's be honest, when most people hear Loro Piana, they don't immediately think of exploitation or legal drama. They think: "softest cashmere I've ever touched", or maybe just "rich people clothes I can't afford." It's the kind of brand you don't even notice unless you already know what it is, and that's the whole point.

Quiet luxury doesn't scream for attention. It whispers in Mongolian cashmere and \$5,000 overcoats. It's luxury for those who don't need to tell you they're rich.

But beneath the calm branding and tasteful design, there's something uglier going on. And now, a judge in Milan agrees.

So What Happened?

In short: Loro Piana, owned by LVMH (yes, that LVMH), is now under court administration. A legal body will be watching the brand for a year, following a 26-page ruling that says, essentially, "you've got some explaining to do."

This isn't about one rogue employee or an accounting hiccup. It's about labor exploitation. Specifically, Loro Piana allegedly benefited from undocumented Chinese workers being forced into crazy overtime hours, 90 hours a week kind of crazy. They were paid next to nothing. And from what the court found, this wasn't exactly a one-time mistake.

Now, the company claims they had no idea. That the supplier hid this shady setup from them. And when they did find out? They cut ties in less than 24 hours.

Which sounds good, in theory. But... come on. Really?

Plausible Deniability, Luxury Edition

There's this thing that happens when companies scale and layer themselves with enough middlemen: responsibility gets blurry. And for brands like Loro Piana, that might be part of the business model, whether they admit it or not.

The supplier uses subcontractors. The subcontractors break laws. The brand shrugs, says "we didn't know," and releases a strongly worded statement about values and audits.

It's a strategy, really. Keep your hands clean by making sure they're not technically in the dirt.

But when five other Italian luxury brands have already been caught up in similar labor scandals, maybe the whole system is built with blind spots on purpose.

At some point, not knowing starts to sound a lot like not wanting to know.

What This Says About "Luxury"

There's something almost ironic here. The whole appeal of Loro Piana is the craftsmanship. The heritage. The obsessive attention to quality. It's what justifies the prices.

But now we're seeing the margins aren't just made by rare cashmere and artisanal dyeing techniques, they're also padded by underpaid laborers working in the shadows.

It's kind of wild when you think about it. You buy a \$4,000 coat thinking it's the pinnacle of taste, but it's stitched together under the same exploitative patterns that fast fashion gets blasted for. Just... quieter.

Who's Responsible?

That's the uncomfortable question.

Is it Loro Piana? Yes. Is it LVMH? Also yes.

Is it the entire luxury industry that thrives on opaque supply chains and glossy storytelling? Probably.

But then you zoom out further, and maybe this part's a stretch, maybe not, and you realize it's also about how we define "value" in general. Why we associate high prices with moral good. Why a logo-less coat feels more honest than a flashy one, even if both were sewn in equally questionable conditions.

I think we all kind of fall for the illusion. Even those of us who see through it sometimes.

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? Big shoutout to [6](#) for making this even more exciting?

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I'm not here to say boycott Loro Piana.

Or luxury in general. That's... not realistic for most people anyway.

But this whole thing is a reminder that elegance and ethics don't always walk hand in hand, even if the fabric feels heavenly.

Maybe especially then.

And yeah, Loro Piana will probably recover. Their customers aren't exactly checking court filings before shopping. But this isn't just about this brand, it's about an entire tier of the fashion world that sells purity while quietly outsourcing the mess.

So, next time someone flexes their quiet luxury fit, just remember, quiet doesn't always mean clean.