



PRESS RELEASE

Galeries Lafayette launch the “Go for Good” movement to make fashion more responsible

Paris, September 5th, 2018

Galeries Lafayette launch “Go for Good”, a connected, creative and committed movement to make fashion more responsible. This initiative seeks to promote positive action from Galeries Lafayette and close to 500 of its partner brands that are stepping up the transformation of retail and are involved in a drive to improve the industry together.

Go for Good is an unprecedented initiative encouraging fashion design for the greater good, that aims to meet the increasing demand for purpose and transparency and to embody the new Galeries Lafayette brand positioning, whose mission is to make inspirational, beautiful and positive goods accessible to the wider public.

The Go for Good movement will begin with a large-scale operation, from August 29th to October 10th, 2018, sponsored by Stella McCartney, a designer and ambassador for responsible fashion worldwide. Deployed throughout the Galeries Lafayette store network in France, the event unveils a festive and original scenography created by the British designer and activist Faye Toogood.

As a store that carefully curates its brand offer, Galeries Lafayette has selected both ethical and desirable products across all segments, going from Fashion and Accessories, to Beauty, Jewelry, Home and Fine Foods. This responsible and hand-picked selection, combining the pursuit of style with the pursuit of meaning, is based on an uncompromising set of specifications detailing 35 precise requirements to build a range of products that feature one or more significant advantages over conventional equivalents that benefit the environment, social development and/or support French manufacturing.

The events organized throughout the Go for Good campaign will be both creative and participative, involving a series of operations to raise awareness, such as thematic Talks, a forum showcasing startups dedicated to sustainable fashion, and new responsible services including garments for hire, preowned garments for sale, repair and recycling. A new area spanning 300sqm on the second floor of Galeries Lafayette Haussmann named “the Good Spot” is also dedicated to the movement, housing an assortment of Go for Good unique products, an ethical café and an information area to find out more about the operation. In addition to fashion pop-ups and an exclusive capsule collection, Stella McCartney presents

an immersive experience around meditation, named *Sanctuary of Stillness* located in the Galerie des Galeries, the cultural space of the Galeries Lafayette Haussmann store.

Beyond this first operation, the Go for Good movement strongly reflects Galeries Lafayette's long-standing commitment to sustainable development. A corporate strategy championed at the highest levels tackles the key issues of social responsibility and solidarity, ecological transition and sustainable fashion, with the ambition of becoming a global worldwide benchmark for ethical, responsible French-style retail.


Commenting on this announcement, Nicolas Houzé, Chief Executive Officer of Galeries Lafayette and BHV MARAIS, declared: *"Nowadays, the world is evolving faster than fashion: our company can no longer be content with economic goals and must define an ambitious social aim. With the Go for Good movement, Galeries Lafayette face the reality of their present time head on by tackling the fashion industry's challenges with all humility that this mission requires. This unprecedented initiative, which represents a key milestone of our Group's transformation, celebrates the positive contributions that are building tomorrow's retail and fashion, based as much on the pursuit of experience as on meaning."*

A sustainable development policy implemented through three main goals

A RESPONSIBLE AND ETHICAL EMPLOYER

 **90,000**
non-food donations made to longstanding partner charities in 2017


 **64%**
of managers are women

 **5,3%**
of employees living with disabilities

 **200,000**
equivalent meals donated in 2017

A DRIVER OF THE ECOLOGICAL TRANSITION

 **3,200 SQM**
of space dedicated to urban agriculture on Galeries Lafayette Haussmann, BHV MARAIS and Galeries Lafayette Annecy department store rooftops


 **100%**
of deliveries in Paris use vehicles running on natural gas

 **+25%**
increase in recycled waste in 2017 vs. 2016


 **ISO 50001**
certification covering Galeries Lafayette Haussmann's energy management system

A SHOWCASE FOR RESPONSIBLE FASHION

 **6** fully traceable *Fashion Integrity* by Galeries Lafayette collections

 Preowned product sale, hire and repair services, online and in stores

 Partnering with *Fashion for Good*, an accelerator developed with Plug and Play and based based in Amsterdam

 Textile collection points in service areas in all stores in France, in partnership with Le Relais

Press contacts

Alexandra Van Weddingen

VP Corporate Communications – Galeries Lafayette Group

avanweddingen@galeriesslafayette.com

+ 33 1 45 96 68 44

Eva Perret

Senior Corporate Communications Officer – Galeries Lafayette Group

eperret@galeriesslafayette.com

+ 33 1 42 82 34 04

About Galeries Lafayette

Leading department store in France and famous all around the world, Galeries Lafayette has for the past 120 years been the undisputed expert in fashion and events, striving to make each visit to be a unique experience by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, fine foods, catering and outlet sectors, Galeries Lafayette is celebrated for its network of 61 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris and its online shopping site, galeriesslafayette.com. More information on galeriesslafayette.com

About Go for Good

Go for Good is a connected, creative and committed movement to make fashion more responsible. Galeries Lafayette, the leading department store in France, launched the initiative in 2018 to showcase the positive action carried out by the Group and its community of partner brands that are driving the transformation in the fashion industry and striving for continuous improvement. Promoting design in support of the greater good, Go for Good aims to satisfy the growing importance of the pursuit of meaning and transparency clients expect, and encourages stakeholders across the fashion industry to spur on change. The movement demonstrates Galeries Lafayette's long-standing commitment to responsible development and its goal to make inspirational, positive and beautiful goods accessible to the wider public.

More information on www.goforgood.galeriesslafayette.com