

Paris, 03 September 2020

## LAUNCH OF A NATIONAL COMMUNITY CONSULTATION PROCESS ON RESPONSIBLE FASHION

Paris Good Fashion has encouraged a group spearheaded by Galeries Lafayette, Etam Group, Paris Modes Insider, Vestiaire Collective, Eram Group, Petit Bateau, La Redoute and Who's Next to launch a national community consultation process on responsible fashion this Thursday 3 September 2020. It is open to anyone until 25 October 2020 on [moderesponsable.make.org](https://moderesponsable.make.org) and aims to identify suggestions as to how the industry can work together to make fashion more responsible.

Several years ago, the fashion industry embarked on a transformational journey to better incorporate sustainable development practices into its business and face up to its responsibility for the ways in which society is currently changing. Though the industry had already set the wheels of change in motion, the recent health crisis has further accelerated the pace of improvement to minimise its social and environmental impact, as well as raising the community's expectations of more responsible, positive role models.

Against this backdrop, a group of committed French organisations from the private and public sectors have decided to launch a national community consultation process to raise greater awareness of the future of fashion among the general public and provide concrete answers as to how the industry can work together to make fashion more responsible.

The fashion industry hopes this general question will give the community the chance to make their voices heard and act as one by putting forward their ideas and/or selecting their favourite suggestions. In a bid to provide relevant answers and encourage concrete action to make fashion more responsible, the debate will raise a number of questions including – How can we change the fashion industry? What processes do people feel need to be improved? How can we drive progress in production, retailing, consumption and public relations? What best practice can we put in place, both individually and as a group? What are customers' thoughts and expectations?

Organised by all the fashion councils in France and supported by the French Ministry for the Ecological Transition and the Paris city council, this consultation draws on the expertise of the platform Make.org to ensure a rigorous, widely accepted methodology. It aims to gather suggestions from at least 100,000 people.

The consultation, available in French, is open to anyone for an eight-week period from 3 September to 25 October 2020. The findings will then be reported, which will provide a detailed analysis of the suggestions and public opinion, dividing them into areas people agree on, disagree on and find totally unacceptable. The analysis will be shared with the Ministry for the Ecological Transition and the Paris city council at an event that will take place at the Palais de Tokyo in December 2020. It will give industry stakeholders the opportunity to draw conclusions from the suggestions and refine their commitments accordingly.

## Quotes

*"We strongly believe that the community needs to be involved in the changes under way in the fashion industry. The only way we can bring about a systemic change in practices is if we act as one,"* said Sylvie Bénard, president of Paris Good Fashion.

*"The environmental crisis we have all been grappling with for the past few years has led to people having high expectations of more positive, responsible role models. The past few months have only accentuated this further, including within the fashion industry. In keeping with the founding family values of the Galeries Lafayette Group, we have always been fully committed to fairer, more sustainable trade. We are eager to do our bit to fast-track the sustainable transformation of the fashion industry. We hope this community consultation process will enhance our gradual, collective efforts to making fashion more sustainable,"* said Guillaume Houzé, Image and Communications Director, Galeries Lafayette Group.

*"There are many challenges that we will only be able to tackle collectively, by actively involving our employees, partners and customers. These include taking action for the planet, protecting the world in which we live, addressing global warming and building a better future for our children. This is why I am delighted to take part in the community consultation process to put dialogue back at the heart of what we do. Etam Group aims to reinvent fashion to make it more sustainable and responsible; we therefore wish to use the community consultation process as a means to highlight what our customers think. We are taking action to overhaul the future of fashion with and for our customers,"* said Laurent Milchior, Co-Manager of the Etam Group.

*"We are very proud that Paris Modes Insider is sharing the creative energy of fashion and luxury players with as many people as possible to support their transformation towards ever Better, but Differently and Less, our motto. More than ever, Paris Modes Insider is standing by all the players of this industry at the heart of the extraordinary,"* said Catherine Krokos Leroy, President of Paris Modes Insider.

*"The fashion industry is currently redressing the harmful impact it has had on the environment and society over the past few decades. It is more urgent than ever that we change our consumption habits. The community consultation process led by Paris Good Fashion and Make.org has brought us all together to act and start the movement for radical change,"* said Sophie Hersan, Co-Founder of Vestiaire Collective.

*"At Eram Group, we believe that, in order to come up with a more virtuous, sustainable and responsible business model, we must transform our business by accelerating an open dialogue with our customers and the citizens that we are. We are very pleased to join this consultation, which will outline the main areas of progress for our industry in the coming months and years,"* said Isabelle Saviane, Head of CSR, the Eram Group.

*"At La Redoute, our customers are always our main focus. By taking part in this community consultation process and getting our customers involved, we are meeting the expectations of families who want to make meaningful consumption choices. We are giving them the opportunity join us in this collective effort to sustainably transform the fashion industry,"* said Philippe Berlan, Deputy Managing Director, La Redoute.

*"Petit Bateau has been supporting children and parents since 1893 through its commitment to designing and producing comfortable clothes that are made to last and be passed on. We wish to work hand in hand with future generations and help children and their parents reconnect with nature, particularly in these unprecedented times. In keeping with this, Petit Bateau employees want to show their commitment to the collective effort to make fashion more responsible,"* said Guillaume Darrousez, CEO of Petit Bateau.



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*“Ever since we launched our IMPACT event on eco-friendly fashion in conjunction with Who’s Next in 2019, we have been convinced that consumers are the catalysts for change in the fashion industry right now, spurring it to act and build the future of fashion,”* said Frédéric Maus, CEO of Who’s Next.

*“I am delighted that key players in fashion are bold and forward-looking enough to work with the community to build a responsible future for the industry. It is an outstanding process and the community will be right behind us,”* said Axel Dauchez, founder and CEO of Make.org.

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## About

### About Paris Good Fashion

Paris Good Fashion, a non-profit association under the French law of 1901, was set up in 2019 at the request of the city of Paris. It has over 50 members representing all areas of fashion, including designers, major luxury and high-street groups and retailers. It aims to accelerate the industry’s transition to more sustainable fashion and bring about systemic change to make Paris the capital of more sustainable fashion by 2024, the year it will host the Olympics. To achieve this goal, we have



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acquired benchmarking tools to quantify our progress and our efforts underpinned by 10 working groups ranging from animal welfare to fashion events and Tech for Good.

### **About Galeries Lafayette**

A world-famous, leading French department store, Galeries Lafayette has been the undisputed expert in fashion and events for the past 125 years. It strives to make each visit 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 and catering sectors, the brand is celebrated for its 65-store network in France and abroad, its e-commerce website [galerieslafayette.com](http://galerieslafayette.com), and its off-price activity Galeries Lafayette L'Outlet. More information on [galerieslafayette.com](http://galerieslafayette.com)

### **About Etam Group**

Centenarian and still family owned, the ETAM Group, European leader of the Lingerie market, is striving after Women's heart over the world. With its brands Etam, Maison Cent Vingt-Trois and Undiz, the Group spreads its incomparable know-how and "chic à la française" over 1,400 stores in 55 countries. For more information, visit [etam-groupe.com](http://etam-groupe.com).

### **About Paris Mode Insider**

Drawing on a team of established experts (notably Sophie de Champsavin, Natalia Grgona and Olivier Barrial) and on a foundation of international expertise, Paris Modes Insider is the worldwide leading source of video news dedicated to going behind the scenes in the worlds of fashion and luxury aimed at Refreshers. A fierce advocate of 'the extraordinary,' Paris Modes Insider helps make fashion and luxury more meaningful, by integrating it into the new philosophy of #BetterDifferentlyAndLess and supporting their players in their post-COVID-19 transformations, via Editorial Transformative Xperiences. Combining consulting with the production of short and long-form content, through media coverage and events, Paris Modes Studio is the Luxury Insider and the historic partner of AFP. The entity is headed by Catherine Krokos Leroy. More information can be found at: [etx.studio](http://etx.studio), [myeditorializer.com](http://myeditorializer.com), [parismodestv.com](http://parismodestv.com)

### **About Vestiaire Collective**

Vestiaire Collective is the leading global platform for desirable pre-owned fashion. Curated by its trusted community of fashion lovers, members inspire one another whilst selling and buying unique pieces from each other's wardrobes. Encouraging consumers to join the circular economy as a sustainable alternative to throw-away fashion, the platform is unique due to its highly engaged community, its rare desirable inventory and its authenticity and quality control process. Launched in Paris in October 2009, [vestiairecollective.com](http://vestiairecollective.com) has over 9 million members across 90 countries worldwide with offices in Paris, London, New York, Milan, Berlin and Hong Kong. Over 60,000 new items are submitted by its community of sellers every week, which enables buyers to search amongst highly coveted and sold out fashion pieces whilst participating in the circular fashion movement. More information on : [www.vestiairecollective.com](http://www.vestiairecollective.com) / @vestiaireco

### **About Eram Group**

French family shoe brand since 1927, Eram builds on its shoemaker know-how, family origins and Maine-et-Loire roots to offer quality, fashionable and affordable footwear for everyone, in a fair way.

### **About La Redoute**

Having started out as a wool mill and grown to become a legendary catalogue, La Redoute is now the leading fashion and homeware e-business pure player in France. 99% is the level of awareness of the La Redoute brand in France for people aged 18-65. Moreover, [laredoute.fr](http://laredoute.fr) has over 9 million unique visitors every month. La Redoute is the only pure player in French e-business with the capacity to create, distribute and deliver not only in France but also abroad, while offering the customer a purchasing experience that is second to none. Stylists and designers in La Redoute have exceptional skills that, every year, shape the French style, in fashion and homeware. As such, 73% of turnover in 2016 was realized by La Redoute products and brands. In 2016, Internet sales represent 85% of sales in France. La Redoute is also present on smartphone, tablet and on social networks. 30% of the La Redoute's turnover is generated internationally and La Redoute is present in the United Kingdom, Belgium, Switzerland, Russia, Spain, and Portugal. The international site [LaRedoute.com](http://www.laredoute-corporate.com) addresses many other markets around the world. More information on [www.laredoute-corporate.com](http://www.laredoute-corporate.com)



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### **About Petit Bateau**

Petit Bateau has been dressing little ones and grownups since 1893 and is known for the durability of its fabrics knit in its own factories with unparalleled savoir-faire. The French brand has become the standard-bearer for transgenerational style, from baby to adult, that respects each individual and the planet they inhabit. The company employs nearly 3000 people worldwide today. Nearly 50% of Petit Bateau's sales are generated abroad from almost 60 countries. In Europe, Asia and the Middle East, Petit Bateau has expanded its presence in a network of more than 400 stores to date. 15% of Petit Bateau turnover comes from its various e-commerce sites. Since 1988 Petit Bateau has been part of Groupe Rocher (Yves Rocher, Petit Bateau, Arbonne, Sabon...), whose mission is to reconnect people to Nature. More information on : [www.petit-bateau.fr](http://www.petit-bateau.fr) / @petitbateau

### **About Who's Next**

Who's Next is a WSN Group event. WSN is the company that organises fairs in Paris for international fashion professionals, primarily brands and distributors. In January and September, Who's Next presents ready-to-wear fashion, accessories, beauty and lifestyle (45,000 visitors) in conjunction with IMPACT, the group of initiatives in support of the ecological and inclusive transition, and TRAFFIC, the event showcasing solutions and innovations for fashion retailers and brands. During fashion week in March and October, PREMIERE CLASSE presents fashion accessories as well as carefully selected ready-to-wear fashion in the Tuileries Garden in Paris (10,000 visitors). [www.whosnext.com](http://www.whosnext.com)

### **About Make.org**

Make.org is a leading community platform for European civic tech that aims to get the community involved to positively transform society. To achieve this, Make.org has developed a digital consultation solution that enables a large community to answer a simple general question, subsequently extracting common areas of agreement. The methodology of Make.org relies on careful moderation of the suggestions gathered and algorithms that can identify real, common trends while protecting the process from mass trolling. As stated in its Code of Ethics, Make.org is a democratic, civic, European, neutral, independent and transparent platform that protects personal data.