

Paris, June 4<sup>th</sup>, 2019

## **Galeries Lafayette group turns Go for Good movement into an ongoing sustainable fashion initiative with a new brand signature and more engaged initiatives**

Galeries Lafayette group launched Go for Good, its creative, collective movement for sustainable fashion, last September. Almost a year on, the results are very encouraging, with positive reactions from clients, employees and the 500 partner brands. Go for Good has put in a respectable business performance to date – it accounts for close to 7% of the overall offer – with products that meet strict environmental, social and local criteria. Most importantly, it has allowed Galeries Lafayette to help educate the public about the changes required in the fashion industry – the world’s second most polluting – and prove that sustainability and desirability can be compatible.

The momentum generated by this project has incited the Group, which has a long history of commitment to sustainability, to take things to another level and announce the deployment of a range of major initiatives in the coming months.

### ***“Changeons de Mode”: a new signature, a new retail event***

Galeries Lafayette has decided to move its brand territory forward so that it fully endorses and combines the concepts of fashion and sustainability. The new narrative is expressed through a new signature: “Changeons de Mode”, or “Fashioning the Change” in English. It is a response to a growing call for change in the fashion industry and consumer practices. It will be unveiled at a retail event held from September 4<sup>th</sup> to October 13<sup>th</sup>. Following the trail blazed by Go for Good, this key retail event will celebrate worthy changes made by the fashion industry with pop-up stores, workshops, activities and exclusive brands across Galeries Lafayette’s French network.

### ***La Redoute and BHV MARAIS join the movement***

In the coming weeks, two of Galeries Lafayette group’s iconic brands will roll out the Go for Good initiative across their own networks. La Redoute will be the first to spotlight its most sustainable products from June 6<sup>th</sup> and BHV MARAIS will join the movement in the spring of 2020. Both brands will offer a range of fairer, more sustainable fashion, beauty, home and fine food products, with special signage on their retail websites and in their stores.

### ***Permanent Go for Good spaces inside Galeries Lafayette stores***

Inside Galeries Lafayette stores, “Good Spot” spaces dedicated to the movement now sell a range of products with local, social and environmental benefits. For example, a permanent corner opened recently on the third floor of the “Coupole” building of the Galeries Lafayette Haussmann store. The Paris flagship will also launch a dedicated children’s corner and a permanent Beauty space with a

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selection of natural and organic cosmetics and recycled packaging in early 2020. “Good Spot” spaces will open in the Nantes and Lyon Bron stores in the coming months.

## ***An unprecedented partnership with Ulule to support young sustainable fashion designers***

In January 2019, the Group launched an original new partnership with Ulule – the crowdfunding platform for local, creative, community-minded projects – to encourage young engaged fashion designers and constantly enrich the “Go for Good” in-store selection. Every three months, Galeries Lafayette launches a call for creative, sustainable projects on Ulule. It selects three finalists and showcases them on the [goforgood.galerieslafayette.com](http://goforgood.galerieslafayette.com) site. The brand that receives the most votes wins funding and support from the Galeries Lafayette teams to expand its business.

The Group continues to foster the creative spirit behind Go for Good. It works with start-up accelerator *Plug and Play - Fashion for Good* in Amsterdam, which it partnered with in 2017, and is taking part in the Paris Good Fashion collaborative initiative between public and private players to make Paris the capital of sustainable fashion by 2024.

## ***An increasingly robust sustainable development policy***

As well as Go for Good, Galeries Lafayette group is stepping up the overall deployment of its sustainable development policy with a series of initiatives that complement its retail business.

### *A new partnership with Refettorio Paris to increase donations of unsold products*

Galeries Lafayette group already works with partner charity organisations like Emmaüs Défi and Dons Solidaires, and donated nearly 90,000 unsold fashion articles in 2018. Now, it has also partnered with Refettorio Paris, a community kitchen in the crypt of the church of La Madeleine in central Paris. Le Gourmet, the food hall at the Galeries Lafayette store on Boulevard Haussmann, which is very close to Refettorio, now donates its unsold food products to this unusual restaurant created by internationally recognised Michelin-starred chef, Massimo Bottura.

### *A payroll giving scheme*

As well as the skills volunteering scheme implemented over a year ago, Galeries Lafayette group employees can now take part in an innovative, participatory philanthropic initiative: payroll giving. This scheme allows employees to round down their salaries on a voluntary basis and donate the extra cents to four jointly selected partner non-profits. They choose how much they want to donate and the company pledges to double that amount.

### *Electronic receipts*

Galeries Lafayette rolled out electronic receipts across its French network in September 2018. This initiative has saved printing 450,000 receipts to date, or nearly 135 km of paper.

Commenting on this announcement, Nicolas Houzé, CEO of Galeries Lafayette and BHV MARAIS, declared: *“I am convinced that together, with help from our employees, sister brands and private and institutional partners, we will be able to further the efforts started by the Go for Good movement. All these initiatives aim to place CSR at the heart of our activity and push back frontiers in the fashion industry so we can offer our clients an ever-growing selection of products and services that are both stylish and meaningful.”*

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## About Galeries Lafayette group

Specialised in city-centre fashion retailing, the Galeries Lafayette group is a family-run private group, with 120 years' history in commerce and retail. A key player committed to provide the best possible experience in retail and creation and a major private employer in France with 16,000 employees, the Group is committed to setting the standard as an omni-channel and responsible retailer that puts the customer first and is actively engaged in promoting the French "Art of Living". With retail sales of Euros 4.5 billion, the Group enjoys international recognition through its iconic brands: Galeries Lafayette, BHV MARAIS, La Redoute, Galeries Lafayette-Royal Quartz Paris, Louis Pion, Guérin Joaillerie and BazarChic. The Group supports the brands in their asset, digital and creative transformation through Citynove, Lafayette Plug and Play and Lafayette Anticipations - Galeries Lafayette Corporate Foundation.

More information on [groupegalerieslafayette.com](http://groupegalerieslafayette.com), on LinkedIn and on Twitter (@Galeries\_Laf)

## 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](http://www.goforgood.galeriesslafayette.com)