



## PRESS RELEASE

**Galeries Lafayette unveils new ambitious strategic objectives for more sustainable fashion alongside the launch of “Changeons de mode” (“Fashioning Change”), its new responsible retail event**

**Paris, September 4<sup>th</sup>, 2019**

Galeries Lafayette has actively pursued a sustainable development policy over the last 10 years focused on three areas: corporate social responsibility, environmental transition, and sustainable fashion. In September 2018, the company took its engagement to sustainable fashion to another level with the launch of “Go for Good”, a collective, creative and committed movement for more responsible fashion. Through this movement, Galeries Lafayette now selects in-store and online Fashion, Beauty, Home and Gourmet products that are more responsible and intends to engage all its stakeholders in the necessary transformation of the retail industry.

One year after having launched the movement, which now features 600 partner brands and over 12,000 products chosen for their environmental, local and social criteria, Galeries Lafayette is stepping up its commitment to more responsible fashion by setting itself new concrete and measurable objectives for 2024. They include:

- Increasing the range of “Go for Good” products every year, to represent at least 25% of its overall offering
- Actively supporting responsible fashion design by offering 200 engaged young brands the chance to be sold in-store and online under adjusted retail conditions
- Only carrying new brands whose products meet the “Go for Good” criteria, from 2024
- Guaranteeing the exemplarity of Galeries Lafayette’s private labels by making the entire range “Go for Good”-compliant and by developing a new, fully traceable only-on-demand range to prevent waste
- Encouraging responsible consumption and the circular economy by offering resale and recycling solutions for all items purchased at Galeries Lafayette, plus second-hand and rental services
- Rewarding the purchase of “Go for Good” items with extra Galeries Lafayette loyalty programme bonus points
- Donating a share of the revenue generated by “Go for Good” to responsible fashion projects supported by Galeries Lafayette on several occasions

In line with these objectives, Galeries Lafayette is unveiling “Changeons de mode” (or “Fashioning Change”), a responsible retail event held in its French stores from September 4 to October 14, 2019. The operation will have Vivienne Westwood – the famous London designer and human rights and environmental activist – as its guest of honour. It will highlight more sustainable fashion businesses through a series of activities and workshops. The Boulevard Haussmann store will also host themed

talks by designers, activists and entrepreneurs; and exclusive pop-ups and clothing personalization, mending and second-hand sale services. An exhibition celebrating the 30<sup>th</sup> anniversary of the ANDAM Award will be held in the Galerie des Galeries, on the first floor of the flagship store.

Galleries Lafayette will also launch “Changeons de mode” as its new brand signature, alongside a new communication policy that fully reflects its responsible approach. Its first viral campaign, with images by American photographer Roe Etheridge, will feature Spencer Phipps, Charlotte Dereux, Kimberly Drew and Hafsia Herzi. These inspiring, positive and diverse personalities, respectively from the worlds of fashion, entrepreneurship, art and cinema, were chosen to assert the brand’s commitment to more responsible and inclusive industries, and will be the ambassadors of this retail event.

Galleries Lafayette will also introduce the “Go for Good” movement to the general public outside its stores by taking a mobile, eco-designed pop-up store to *Impact*, the trade fair held at Porte de Versailles in Paris from September 6 to 9, 2019, and to several French university campuses throughout September.

Commenting on this announcement, Nicolas Houzé, CEO of Galleries Lafayette and BHV MARAIS, declared: *“Now, more than ever before, change in the fashion industry really must become a priority for all those involved. For our part, “Changeons de mode” allows us to assert our desire to place this approach at the heart of our corporate vision. Through this new initiative and the ambitious concrete and measurable objectives we have set ourselves, we commit to promoting products that are more respectful, more inclusive and ever-more creative, to all our stakeholders – clients, employees and partners alike.”*

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## **About Galleries Lafayette**

Leading department store in France and famous all around the world, Galleries 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 and catering sectors, the brand is celebrated for its 64 store network in France and abroad, its e-commerce website gallerieslafayette.com, and its off-price activity Galleries Lafayette L'Outlet.

More information on gallerieslafayette.com, on Facebook and on Instagram (@gallerieslafayette)

## **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.galerieslafayette.com](http://www.goforgood.galerieslafayette.com)