

PRESS RELEASE

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The Galeries Lafayette group reviews the impact of its strategy to promote responsible fashion

- Galeries Lafayette has initiated a national community consultation process with Paris Good Fashion and a group of partners to develop responsible fashion for the future
- To highlight their commitment, Galeries Lafayette and BHV MARAIS dedicated their autumn event to more sustainable retailing

One year on from setting a range of strategic objectives to promote more responsible fashion, the Galeries Lafayette group is reviewing the impact of its efforts and reiterating its commitments through two events organised by its department stores to champion responsible retailing.

From 2 September to 11 October 2020, Galeries Lafayette will celebrate responsible fashion for the third consecutive year in its stores and on its website, with a particular focus on collective action. The “Fashioning change, today and tomorrow” event will bring together the 700 brands with Go for Good certified products, start-ups, non-profit organisations, clients and the community in a dense programme of events, including talks, topical workshops, pop-ups stands and responsible services to further raise awareness among the general public about the transformation the industry needs to undertake.

Galeries Lafayette has also launched a national community consultation process through the Make.org platform. Conducted in partnership with Paris Good Fashion, La Redoute, le groupe Eram, le groupe Etam, Petit Bateau, Vestiaire Collective and Who's Next, and supported by the French Ministry for the Ecological Transition and the Paris city council, the consultation is open to anyone from 3 September to 25 October 2020. The idea is to consider the future of fashion together and encourage tangible action by asking “how can we work as one to make fashion more responsible?”

For its part, BHV MARAIS has joined the Go for Good label and has organised a special event called “Home Good Home” that is taking place from 26 August to 30 September 2020. It will shine a spotlight on over 400 Go for Good certified brands, as well as a series of responsible services that include the second hand market, repair services and recycling. Round tables will be held in an eco-designed linen-oriented setting in collaboration with the European Confederation of Flax and Hemp (CELC).

“The fashion and retail industries must continue to evolve towards a more responsible and committed business model. After the challenges we have faced in recent months, we have now more than ever positioned this focus as a priority for the Group. The two autumn events we are staging at Galeries Lafayette and BHV MARAIS, supplemented by the national community consultation process under way, tangibly reflect the efforts we are making and position collective progress at the heart of our stores and close to our clients,” said Nicolas Houzé, Chief Executive Officer of Galeries Lafayette and BHV MARAIS.

Seven tangible and measurable strategic objectives that have improved over the last 12 months

Identified in September 2019, the strategic objectives to promote more responsible fashion were designed above all else to achieve tangible and measurable progress over a five-year period in a way that bolsters the position of the Go for Good label, which celebrates positive initiatives pursued by partner brands. Through this label, the Group has put in place a rigorous product selection policy for its fashion, beauty, home and deli food ranges by setting precise and transparent criteria such as reducing the environmental impact, supporting local production and contributing to social progress.



Expanding the number of Go for Good certified products each year to reach at least 25% of the range

In September 2020, Go for Good certified products accounted for 10% of all the items on sale in our department stores. Launched exclusively in Galeries Lafayette with 500 partner brands in 2018, the label now includes products from nearly 800 brands. La Redoute, Louis Pion and BHV MARAIS also adopted the label in 2019 and 2020.

Actively supporting responsible design by giving 200 responsible young brands the opportunity to market their products in store and online through tailored trading agreements

The Galeries Lafayette group has always been involved in supporting young designers. These efforts translate today into its special Go for Good young designer corners. Six such zones were rolled out in 2018 (in Galeries Lafayette stores on boulevard Haussmann, Beaugrenelle, Carré-Sénart, Nantes, Lyon Bron and Toulouse), followed by a further five in 2020 (in Galeries Lafayette stores in Lyon Part-Dieu, Rosny, Grenoble, Clermont-Ferrand and Nice Cap 3000).

At the same time, over 100 young brands applied to the programme launched by Galeries Lafayette in 2019 with the crowdfunding platform, Ulule. Five winning start-ups voted for by clients were awarded a grant, and one of the chosen brands, Corail, went on sale in Galeries Lafayette in Marseille and BHV Marais this autumn.

Setting an example with Galeries Lafayette own brand products by selecting a fully Go for Good range and developing a new fully traceable product line made to order to avoid waste

A total 40% of Galeries Lafayette own brand products are currently Go for Good certified, which is double the proportion of last year's range. This autumn, the Galeries Lafayette own brand is launching its first pilot collection made to order. This range of loungewear made from organic cotton will be produced in Portugal exclusively once an order has been placed by the customer.

Encouraging responsible consumption and the circular economy by offering second hand and rental services, as well as solutions to buy back or recycle any items purchased in Galeries Lafayette and BHV MARAIS stores

Galeries Lafayette and BHV MARAIS are continuing their respective collaboration with a great number of responsible brands specialised in the second hand or rental market. This autumn, the two department stores are hosting pop-up stands for Bocage and J.M. Weston to market their collection of second hand shoes.

At the same time, each store has stepped up its role as a collection platform to recycle unwanted products. In 2019, 18,000 clients brought unwanted textiles to Galeries Lafayette and 10,000 clients brought empty glass perfume bottles. Louis Pion stores also collected 11,000 watches for recycling last year.

Injecting a portion of the revenue generated from the sale of Go for Good products into a number of charity projects throughout the year

As an official partner of the women's charity Fondation des Femmes since March 2020, Galeries Lafayette put in place two community initiatives to support the foundation. By marketing charitable products on International Women's Day and donating 15% of revenue generated by the sale of own brand products during the week of Mother's Day, Galeries Lafayette has been able to donate €250,000 to support the foundation's efforts to improve women's rights.

Furthermore, in 2020, BHV MARAIS and Galeries Lafayette rounded up its prices to the nearest euro at the till and donated the difference to its long-term charitable partner, EMMAÜS Défi.

Encouraging clients to purchase Go for Good products by awarding additional loyalty points

In September, the Galeries Lafayette brand launched an unprecedented initiative, whereby for any purchase based on a wide selection of Go for Good products, loyalty card holders would receive an additional 20 points credited to their account.

Introducing only Go for Good certified brands from 2024 onwards

This target will only be considered from 2024 onwards.

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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 125 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 14,000 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 €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, Mauboussin 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 groupegaleriesslafayette.com, on LinkedIn and on Twitter (@Galeries_Laf)