

# GO FOR GOOD

THE GALERIES LAFAYETTE GROUP'S  
COMMITMENTS TO PROMOTE  
MORE RESPONSIBLE FASHION





## **The Go for Good label, making fashion more responsible**

In 2018, the Galeries Lafayette group launched **Go for Good**, its collective and committed label to make fashion more responsible, to promote the positive action carried out by community of 800 partner brands that are stepping up the transformation in the fashion industry.

Promoting design in support of the greater good, Go for Good involves all our stakeholders in a drive to improve the industry together:

- **Our clients**, with ranges of products and services that meet the increasing demand for purpose, transparency and greater awareness
- **Our brands**, with a positive and participatory label that encourages every company in our stores to question their behavior and gradually move forward along the path to responsible development
- **Our employees**, by training them to be leading ambassadors for the movement and collectively rewrite the role of retail



## A selection of responsible products and services that blend ethics with style

Galleries Lafayette’s Go for Good product selection seeks to combine the pursuit of style with the pursuit of meaning. The Go for Good selection is based on an uncompromising set of precise criteria to build a range of products that have less impact on the environment, support local production or contribute to social development.

### Environmental

The material used, production processes, usage and end of life benefit the environment.

### Social

Production or sale of goods that contribute to fighting poverty and exclusion while fostering social development.

### Local

Manufacturing in France considerably helps to protect expertise and local jobs.

By providing clear, transparent information about the criteria in all stores and online, the Go for Good label aims to educate and raise awareness among clients.

## Concrete objectives for more responsible fashion



In 2019, the Galeries Lafayette group is stepping up its commitment to more responsible fashion by setting itself new concrete and measurable objectives for 2024. These objectives aim to bolster the position of its Go for Good label and to promote positive initiatives driving the transformation in the industry.

- 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
- 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
- Only carrying new brands whose products meet the Go for Good criteria, from 2024

## **A Group committed to ethical, responsible trade since day 1**

Highly aware of the responsibility it bears as a leading fashion retailer, the Galeries Lafayette group has consistently defended fair, sustainable trade. These values are championed throughout the company right up to the family that owns and manages the company.

In the early 2010s, driven by our ambition to become a global benchmark for a French style of ethical and responsible retail, we established a set of clear goals to successfully tackle the key issues of social responsibility, solidarity, ecologic transition and responsible fashion.

The Galeries Lafayette vision to promote responsible, people-focused retail and develop the circular economy is demonstrated through its three main goals to become:

### **A responsible and ethical employer**

We support our people and promote well-being, engagement and diversity while also supporting community initiatives and encouraging employees to take part in such projects.

### **A driver of the ecological transition**

We are helping to reinvent city-center retail to respond to the urban challenges of tomorrow, with more sustainable buildings, more environmentally friendly means of transportation, smarter logistics and more circular paths for raw materials.

### **A showcase for responsible fashion**

We sell increasingly sustainable, traceable products – in particular with our own Go for Good label – we provide new responsible services to set an example and build momentum for an ethical approach with the brands in our stores.

### **A responsible and ethical employer**

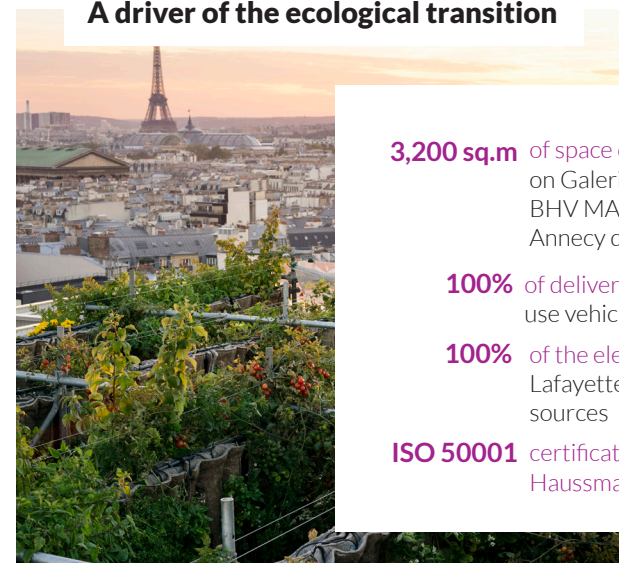
**145,000** non-food donations made to long-standing partner charities in 2019

**65%** of managers are women

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

**110,000** equivalent meals donated in 2019

### **A driver of the ecological transition**



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

**100%** of deliveries in Île-de-France use vehicles running on natural gas

**100%** of the electricity used in the Galeries Lafayette stores comes from renewable sources

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

### **A showcase for responsible fashion**



Fully traceable, Galeries Lafayette-branded collections



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

**40,000** online votes to support young and committed brands during the Galeries Lafayette x Ulule programme

**18,000** textile deposits by clients at in-store collection points



## **The Galeries Lafayette group takes action**

For several years now, we have been implementing practical measures to promote more responsible manufacturing, distribution and consumption methods.

### **Encourage**

We encourage everyone to make more responsible choices with our Go for Good label, which selects products that are better for the environment, support local production or help drive social change.

### **Recycle**

Our in-store collection and recycling services give a new lease of life to used textiles, shoes, toys and perfume bottles.

### **Give**

For years, we've been donating unsold items to non-profit organisations to avoid fashion waste.

### **Help**

We take action alongside our partners to support sustainable fashion, promote gender equality and alleviate poverty.

### **Reduce**

By ensuring that all the electricity we use comes from renewable sources since 2016, we've significantly reduced our carbon footprint. To cut down our transport-related emissions, all our vehicles in Paris run on natural gas or biogas.

Step by step, we are taking action to make fashion more responsible.

[goforgood.com](http://goforgood.com)