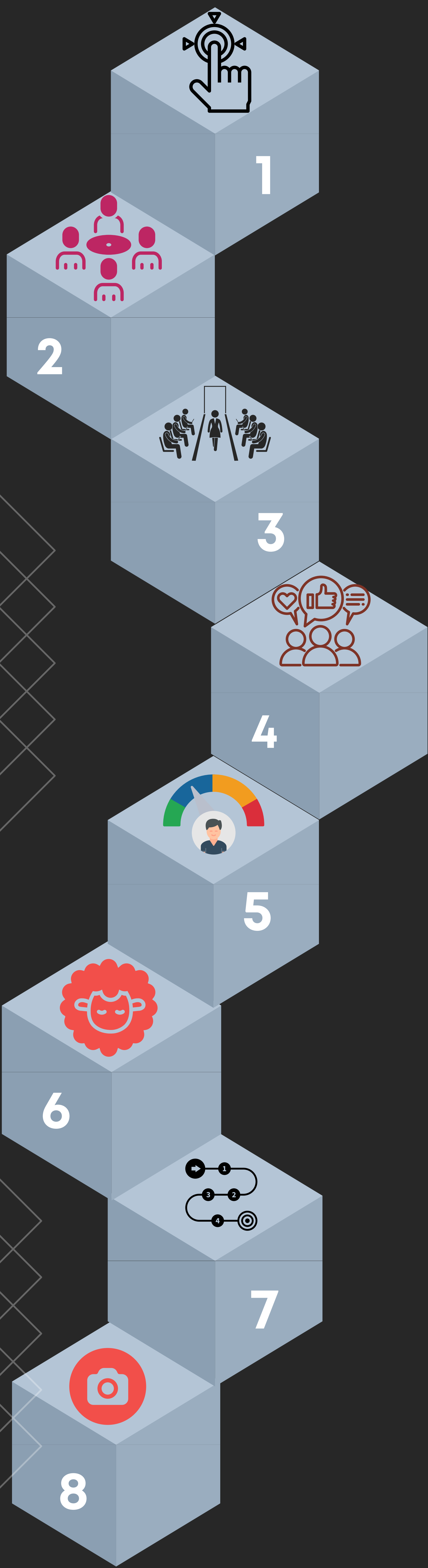


2019



The birth of Paris Good Fashion

Monday 28 January - Paris Good Fashion is officially launched, at the initiative of the City of Paris. Around a hundred professionals and journalists took part in the launch at the Institut Français de la Mode.

First steering committee

Monday 18 March - The first steering committee meeting brings together 30 participants. Together, we defined PGF's framework: the principle of 1 member = 1 vote, the positioning of "useful - concrete - co-creation", the financial calculation of membership fees based on turnover, and the adoption of the status of association under the French law of 1901.

Sustainable events

Attended by (among others) 15 members (FHCM, FPAP, Betak, Première Vision, IFM, LVMH...), the working group's first meeting set out to define best practice for creating sustainable events (fashion shows and trade fairs).

Emerging brands

At the initiative of PGF, Galeries Lafayette and NFP, the working group's aim is to create a practical guide that young designers can use to create and develop their brands in line with the principles of sustainable development.

Self-testing

This tool, designed after consultation with key members of the association, is intended for any structure or player wishing to embark on the path of transition by asking themselves the right questions. Conducted with the Sidièse agency, it consists of 80 questions ranging from eco-design to consumer relations.

Renaissance french wool industry

PGF is committed to supporting the development of the Collectif Tricolor, an initiative by Pascal Gautrand to revive the wool industry in France.

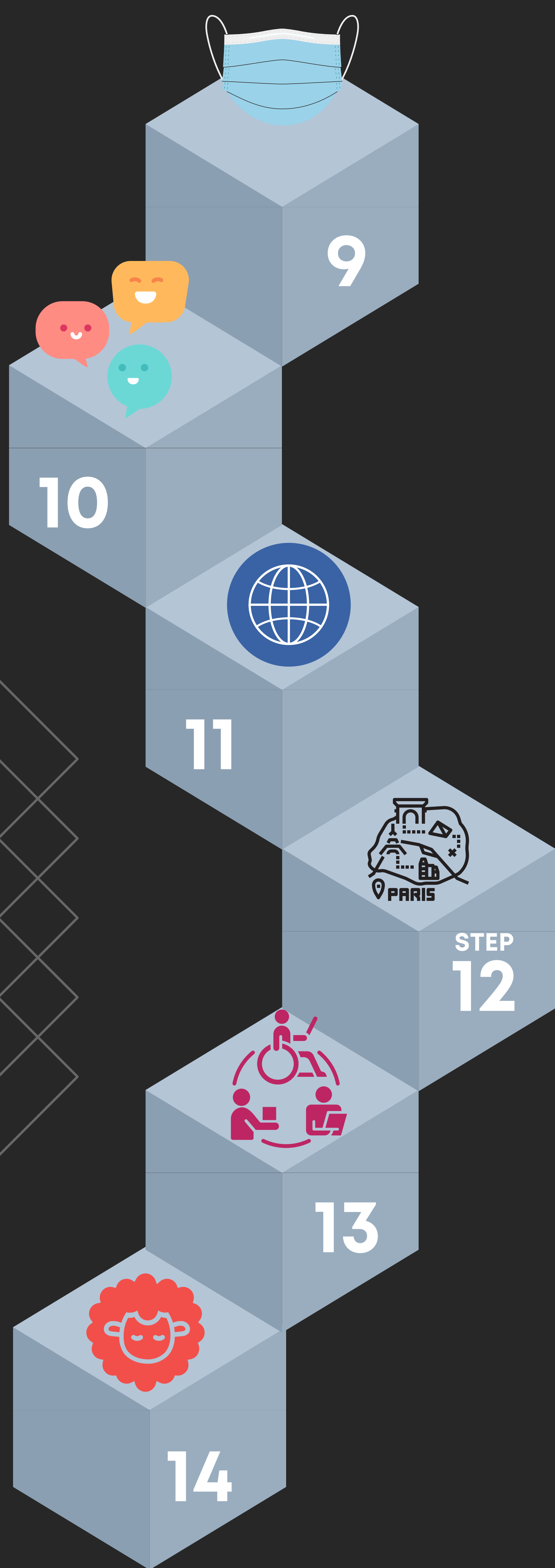
Roadmap 2019 - 2024

On Tuesday 25 June, Paris Good Fashion presented its first roadmap, which aims to make Paris the capital of more responsible fashion by 2024, the year of the Olympic Games.

GP Sustainable Photography 2019

Eyes on Talents and Paris Good Fashion announce the winners of the first edition of the EOT x PGF Sustainable Photography Grand Prix: Sophie Delaporte, Andrew Nuding, Romain Roucoules, Keteryna Snizko, Amir Tikriti. The selected photographs will be exhibited on the gates of Paris City Hall, alongside Paris Photo, in November 2019.

2020



Solidarity masks

To deal with the shortage of masks during the first confinement, Paris Good Fashion, with the writer Alexandre Jardin, Intermarché, Carrefour, Galeries Lafayette and Monoprix created a citizens' movement to voluntarily make masks from recycled textiles. Supported by the French Ministries of Industry and Ecological Transition, this operation will create 2 million fabric masks in two months, in accordance with AFNOR standards. The initiative is 100% free and socially responsible. Nearly a hundred articles in the press have reported on the operation.

Citizen mobilisation

Convinced of the need to involve citizens in defining "How to act together for sustainable fashion for all", we are creating a citizen consultation throughout France with Galeries Lafayette, Etam, Eram, La Redoute, Petit Bateau, Vestiaire Collective and WSN. Operated by Make.org, it mobilised 107,000 participants who sent in 3,000 proposals.

Website creation

Thanks to the support of One Heart Communication, www.parisgoodfashion.fr went online in April. It is available in French and English.

Map of sustainable fashion actors

In May, the first version of the mapping of sustainable fashion players was made available (in French and English) on MapStr via our website. It lists more than 300 players (slow fashion, ethical fashion, eco-responsible fashion, vegan, upcycling, etc.) selected on the basis of a questionnaire, and validation by the working group (Mairie de Paris, FPAP, IFM, Galeries Lafayette, Refashion). After the latest updates, in 2022 and 2023, the map lists 423 addresses in the Paris region.

GP Inclusive Design 2020

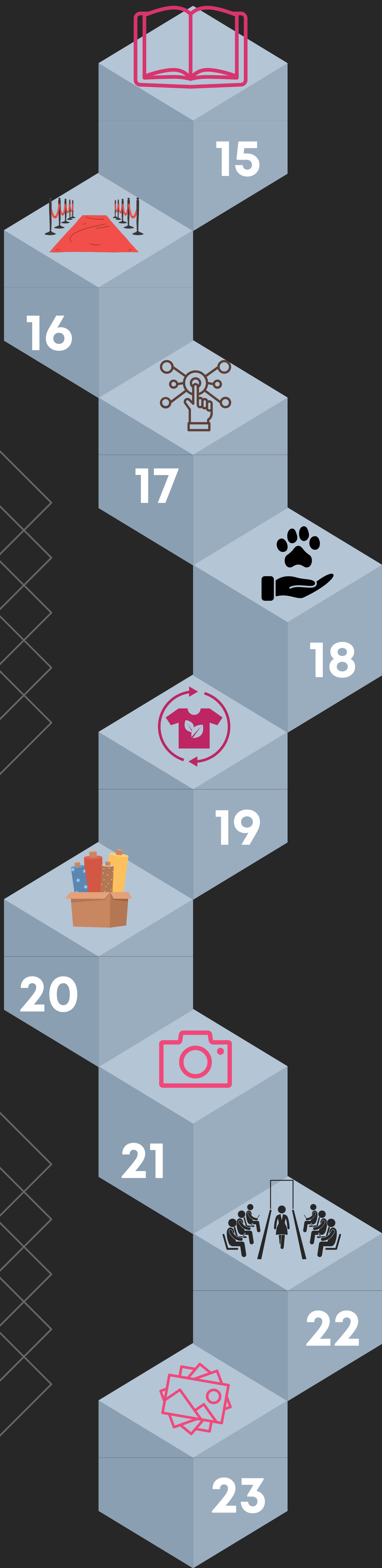
The first edition of the Grand Prix Design Inclusif Eyes on Talents x Paris Good Fashion, in partnership with APF France handicap, has rewarded the duo FanDD.Studio (Flora Fixy and Julia Dessirier) for their "Hearing" project, a collection of jewellery for hearing aids. The winners will receive a prize of 10,000 euros from the edition's partner, Crédit Coopératif.

Collectif Tricolor

On Friday 20 November, the Collectif Tricolor officially came into being with its first general meeting, held at the Mobilier National. It brings together more than 35 players. PGF continues its commitment to the revival of the wool industry in France and Europe. PGF remains a member of the Board of Directors of the Collectif Tricolor.

End December 2020: 60 members

2021



Acting all together

On Wednesday 17 February, Paris Good Fashion presented the 12 commitments made by the members of the citizen consultation coalition (Galeries Lafayette, Etam, Eram, La Redoute, Petit Bateau, Vestiaire Collective, WSN). The magbook "Acting together for more responsible fashion" is widely distributed and used by the members. And beyond.

Sustainable events guide

After two years' work, the guide to designing responsible events was published in February 2021. Co-written with Bureau Betak, PGF and the support of the Fédération de la Haute Couture et de la Mode, as well as the Mairie de Paris, it lists the basic principles, technical recommendations and labels. Resolutely practical, it aims to make it easier for communications departments and technicians to adopt. The English version will be published in June, thanks to the contribution of the Fondation de la Haute Horlogerie.

Digitalisation guide

This guide, which complements our work on the design of sustainable events with the Betak office and the Fédération de la Haute Couture et de la Mode, is a summary of the work carried out by Clémence Grisel, following her studies and work-study apprenticeships with Chanel (Perfumes & Beauty) and Kering.

Animal welfare

At the initiative of Kering and the Conseil National du Cuir, the working group involving Chanel, LVMH, the Collectif Tricolor and the Fédération de la Haute Couture has commissioned Deloitte to carry out a study to demonstrate the importance of animal welfare for leather quality. This work led to more than 30 interviews in the professional ecosystem. The study is available on request.

Second-hand guide

Paris Good Fashion is offering a guide for consumers on the responsible use of second-hand clothes. The aim is to encourage circularity and longer-lasting products.

Braderie Fabrics deadstock

Run in partnership with the Collectif Coulanges and La Réserve des Arts, the sale of rolls of fabric from the stocks of Parisian fashion houses involved 9 member houses or friends donating 240 rolls of fabric. The result: 198 emerging brands registered for the event, 150 visitors, 140 rolls sold and €5,500 in sales for La Réserve Des Arts.

GP Photography Sustainable 2021

The second Sustainable Eyes on Talents x Paris Good Fashion Photography Grand Prix is awarded to Alice Mann, Laura Bonnefous, Philippine Chaumont & Agathe Zaerpour for Itinérance and Thibaut Grevet for Fondation Ere. Thanks to the City of Paris' commitment to more responsible fashion, the winning photographic works will be exhibited on the gates of the Hôtel de Ville from 10 to 22 July.

Referral spaces guide

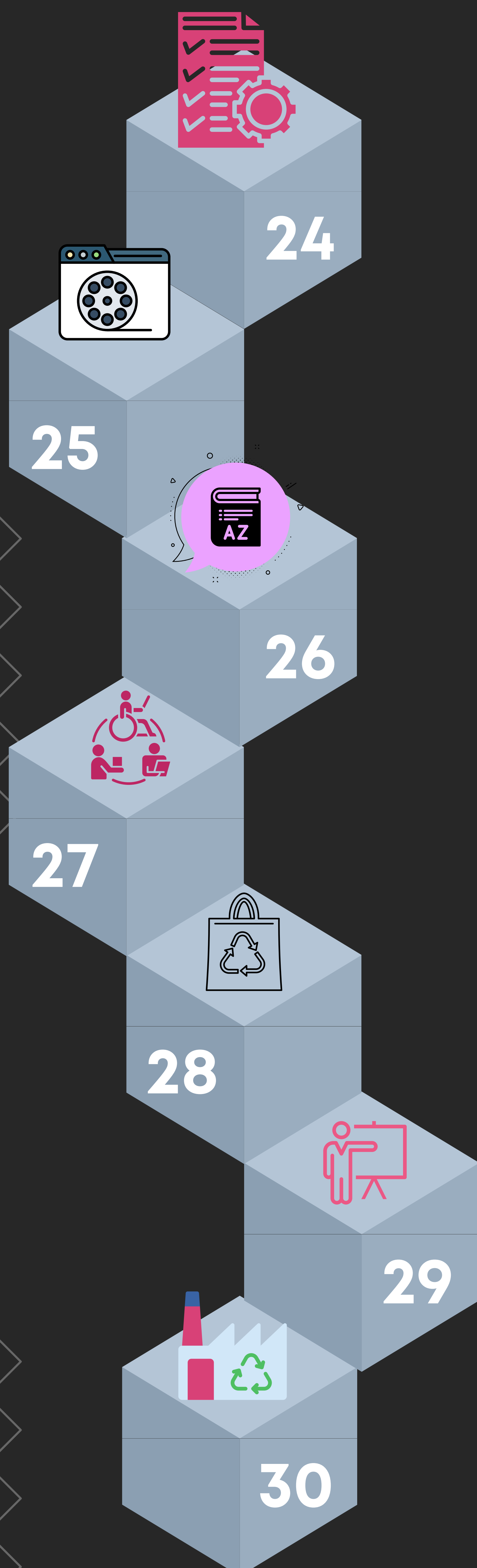
In partnership with the Fédération de la Haute Couture et de la Mode, Bureau Betak and the City of Paris, this practical guide to reference spaces in Paris is a tool for designing sustainable fashion events (catwalk shows, trade fairs, presentations, etc.). It details 4 themes (general characteristics, waste management, water network, energy network) and guides to the proper use of 30 emblematic venues.

Sustainable image guide

Produced by a working group comprising Marie-Caroline Perrin-Beauchef, Sébastien Rouchon, Nathalie Moussier and Isabelle Severi-Journo, Valérie Richard, Sixtine Fénard, Lauren Houssin, Pauline Vandebussche, Iris de Richemont, Katell Pouliquen, Nolwenn Hajo, Mathieu Delahousse, Charles Gachet-Dieuzeide, Carole Blond-Sebagh....., this guide lists the principles and offers job descriptions (clients, photographers, studio directors, set-designers, post-production agencies, etc.) to help improve practices for the production of sustainable images.

End December 2021: 80 members

2022



Transparency & traceability

Following the work of the PGF WG, in partnership with Paris Good Fashion and under the direction of Belharra Numérique, the Bali Chair has published a state-of-the-art report on traceability and transparency solutions. With a focus and analysis of the solutions identified, a review of the technological resources supporting traceability and transparency and definitions of the technical terms relating to traceability and transparency. This document is the result of Pantxika Ospital's dissertation work and was co-written with Bixente Demarcq, design engineer.

Webserie first episode

Paris Good Fashion accompanied and supported 4 IFM students (Garance Bard, Claire Bertail, Brooke Druen and Pooja Ramprabhu) as part of their IFM-Kering sustainable development certificate. Together, with writer and director Cyril Montana, they produced the first episode of a web-series to raise awareness among the younger generation of sustainable fashion issues such as awareness-raising and environmental activism, upcycling, greenwashing, workplace safety, fast fashion, etc.

Responsible fashion glossary

The Paris Good Fashion glossary was created following the citizen consultation on responsible fashion, carried out in 2020 at the initiative of our association with a group of committed stakeholders*. This glossary of 355 definitions is the fruit of collaborative work with our members (Chanel, Kering, FHCM, IFM, FPAP, Chloé, etc.). It now generates the most traffic on our website (in French and English) and is recognised as a reference tool.

GP Inclusive Design 2022

Louise Linderoth won the Eyes on Talents x PGF 2022 Grand Prix for Inclusive Design, produced in partnership with APF France handicap. A special mention went to Yoosung Kim for his Zest project. Louise Linderoth was awarded €10,000 by APF France handicap and Axians, sponsor of the 2022 event.

Reusable packaging

Together with the Make.org Foundation and Wavestone's skills sponsorship, we created the "Reusable parcel mode" movement to increase the use of reusable parcels in order to reduce the environmental impact of e-commerce. This work led to a major JC Decaux billboard campaign (600,000 throughout France for one week) and a multi-criteria analysis to help drive the change.

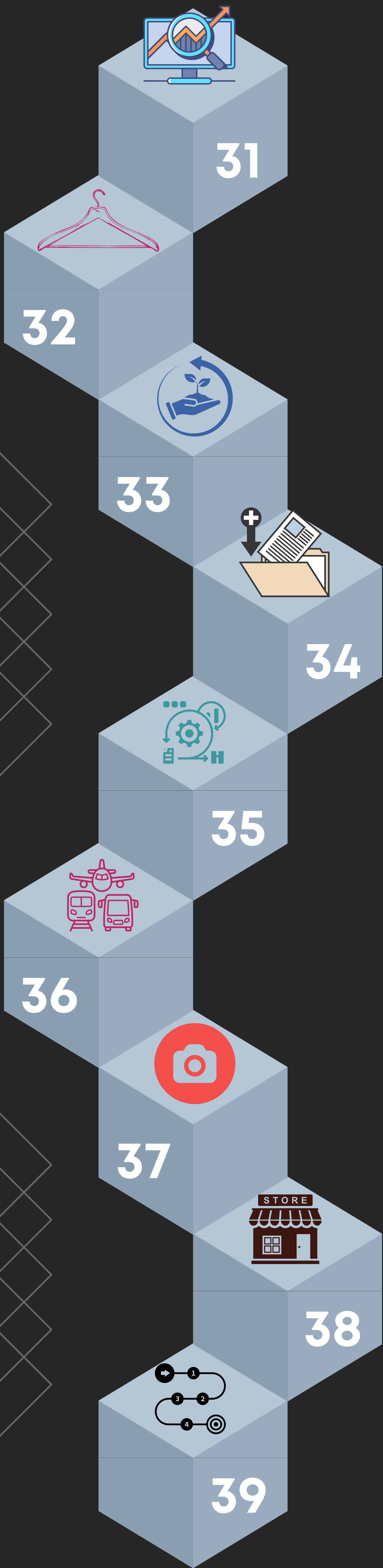
Airtable training courses

Thanks to the commitment of Conscious Fashion, Ethiwork & Lisaa, we have put an AIRTABLE tool on line which lists more than 60 adapted training courses in a qualified manner. Whether you are an individual or a company, the aim of this tool is to make it easier for you to identify training courses, according to skills, duration, format (short, slow, continuing education, etc.) and it is accessible to everyone.

The Graal industrial recycling project

In partnership with (RE)SET, we have carried out a State of the Art and a qualified analysis of TLC recycling technologies. The aim of this work is to identify recycling players with a view to setting up industrial sites in France and Europe to meet industrial recycling needs. To date (January 2024), (RE)SET is in advanced discussions with three international players.

End December 2022: 100 members



State of progress of the players

Carried out in partnership with Climate Chance, this study has, for the first time, consolidated data from 24 French players (over 60% of the French market) and shed light on the overall progress, vision, strategies and actions of French fashion companies and groups (brands, distributors who are members of Paris Good Fashion + Decathlon) in terms of sustainable development, climate, the circular economy, social issues, etc.

Plastic hangers & polybags

After the feasibility study, 12 brands/retailers and 37 shops took part in the experiment, orchestrated with Icare and operated by Tri-O-Greenwishes/Groom, to pool, standardise and optimise recycling (as closed-loop as possible). After three months' work and 21.8 tonnes collected, the pilot has resulted in a 29% reduction in greenhouse gas emissions. In 2024, with the Alliance du Commerce, the support of the Défi and international partners, we are starting to replicate the project in France and abroad.

Regenerative agriculture

Following the definition of regenerative agriculture and good practices by the working group (in 2021), and the completion of a study on regenerative practices in cotton growing (2022), PGF has conducted a study in 6 countries with the firm Transitions DD and the help of WG members (Chanel, LVMH, Kering, Chloé, Lacoste, Petit Bateau) to identify project leaders in conjunction with international organisations (Textile Exchange, WWF, Pur Projet, etc.).

Position Paper EPR Used Textiles

Paris Good Fashion set up a working group with Vestiaire Collective and the support of the IFM in January to promote the responsible and circular management of textile waste (used tlc) worldwide. At the end of our work, we produced a Position Paper and formulated 6 concrete recommendations, which we presented in September to the EU Environment Directorate in Brussels.

Methodology Act Fashion & Luxury

In order to provide our sector with a credible assessment tool for evaluating the credibility of companies' decarbonisation strategies, with the support of a dedicated steering committee, the Défi Mode and the Federations, we have entrusted Deloitte with the technical management of the development of the ACT methodology, together with ADEME, WorldBenchmarking and Climate Chance.

Transport & logistics

With the aim of pooling resources, reducing road transport and defining a zero-aircraft strategy, in November PGF began initial discussions to define its operating procedures with a working group that is currently being set up.

GP Sustainable Photography 2023

The new edition of the Grand Prix Photography Sustainable Eyes on Talents x PGF has rewarded Naguel Rivero, Thomas Nondh Jansen, Ana Rosa Kraus, Amélie Chassary and awarded a special mention to Dorian Etienne. After a small announcement in December at the Sofitel Faubourg, the works will be exhibited (on request) in members' offices and on the gates of Paris City Hall.

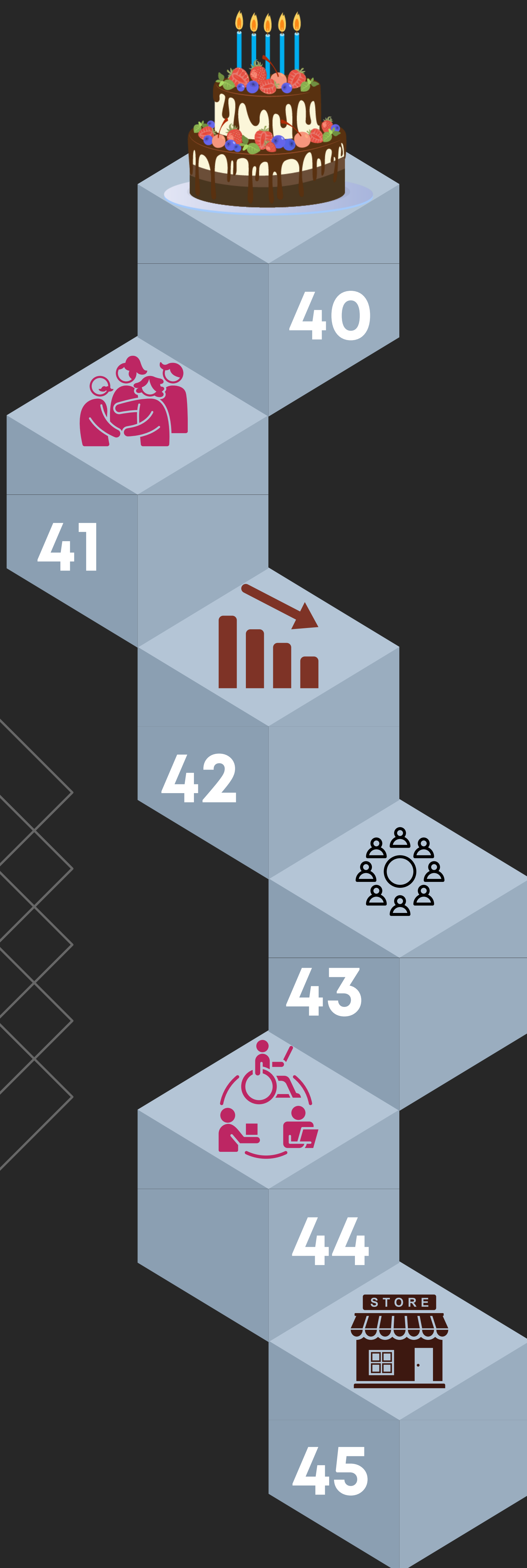
Green Store Challenge

Following the production in 2022 of a guide to raising awareness of good sustainable practices in shops and offices, PGF and LVMH are organising the first Green Store Challenge. Run by GreenAffair, the selection highlights practices that reduce the impact on the climate and biodiversity. 10 brands/retailers took part in this first edition.

Audit - benchmark - survey

In order to define its next roadmap for 2024 - 2030, PGF commissioned an audit of the association from the Mind Chair at Montpellier Business School, established a benchmark of international organisations and asked its members to complete a questionnaire. The aim was to take stock of the situation and define priority areas for action.

2024



PGF celebrates its 5th anniversary

Tuesday 23 January 2024. Paris Good Fashion and its members are meeting at the Institut Français de la Mode, as part of the Sustainable Fashion Horizon Conference, organised by the students of the Sustainable IFM-Kering Chair Certificate. On the programme: presenting the results, announcing the next roadmap and celebrating together!

Inclusion

Among the areas of focus, inclusion in our industry emerged as the number one concern in a sector undergoing rapid change and transition to sustainable development. We will launch the work in the first half of 2024.

New business models & degrowth

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19M conferences

In the run-up to the Olympic Games, Paris 2024, 19M and Paris Good Fashion are working together on a series of conferences in spring 2024, with the aim of linking sustainable development with the crafts and values of Olympism.

GP inclusive design 2024

In partnership with APF France handicap, Eyes on Talents and PGF are preparing this new 2024 edition of the Grand Prix. An initial collaboration has already mobilised students from the IFM's creative master's programme on the subject of disability, with the help of occupational therapist Bryan Boronat and patients from the Garches Foundation. This year's event is part of the run-up to the Paris 2024 Paralympic Games.

Green Store Challenge 2024

Convinced more than ever of the need to raise awareness of the importance of reducing the impact of shops and offices (especially as new legislation arrives), we are already launching the 2024 edition of the Green Store Challenge PGF x LVMH. The operation will be run continuously by GreenAffair.