

RETAIL

Galleries Lafayette boosts CSR efforts with responsible fashion line

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Galleries Lafayette's Fashion Integrity collection

By STAFF REPORTS

French department store chain Galleries Lafayette is looking to set an example with the launch of an ethical fashion collection.

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Fashion Integrity by Galleries Lafayette was established as a challenge to the group's employees to produce garments that could be traced completely, creating a transparency from raw material to the moment the fashions land at the retailer's stores. Consumers are becoming more mindful of the impact their shopping choices have on the environment, making this move from Galleries Lafayette a means to meet the demands of conscientious clientele.

Following fashion

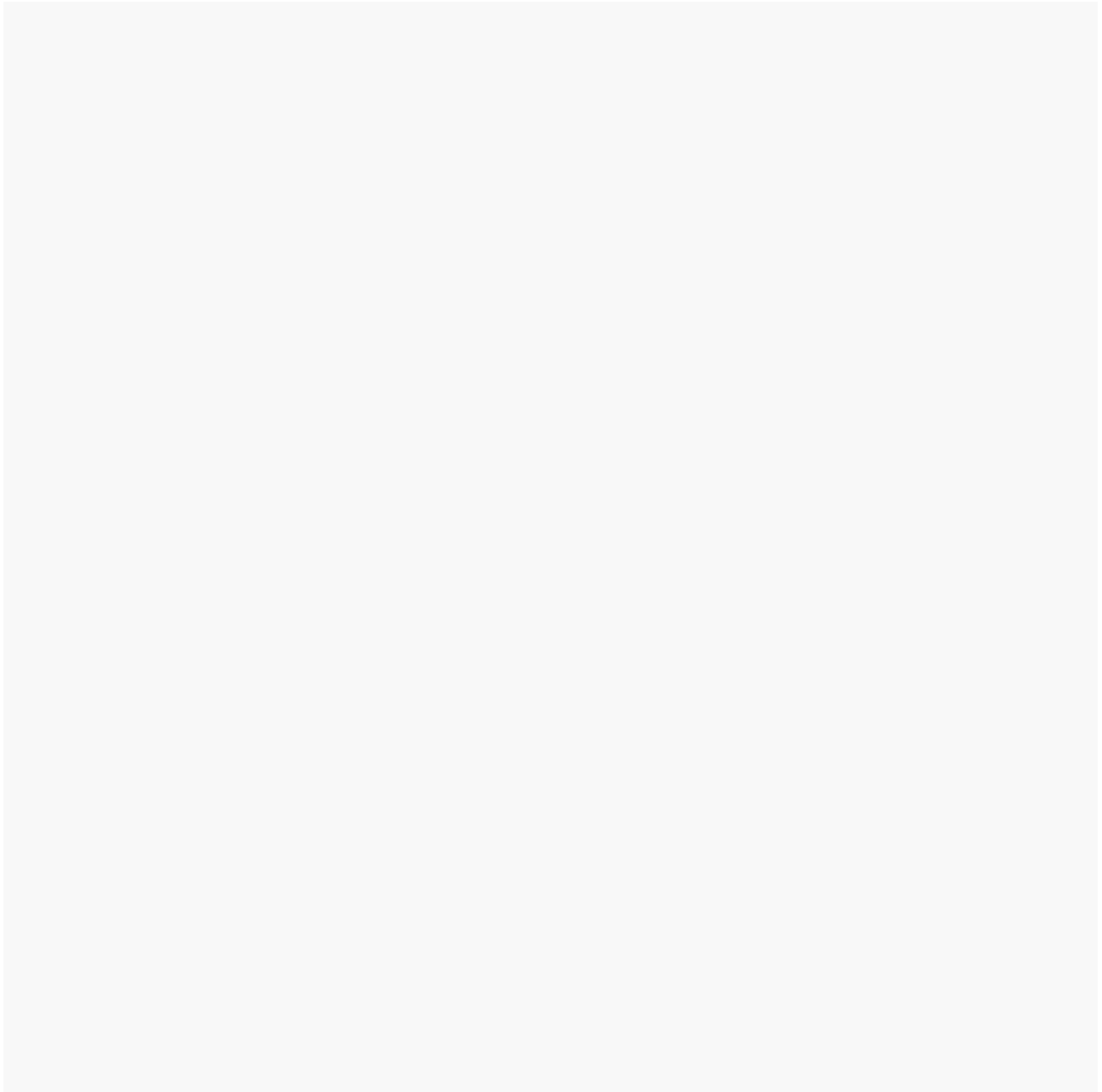
For its first Fashion Integrity collection, in-stores from Aug. 24, Galleries Lafayette chose to focus on cotton. At each phase of production, from cultivation and dying to transportation, specific health and environmental criteria had to be met.



Behind-the-scenes of cotton ginning for Fashion Integrity

The debut collection is composed of five essential styles designed by Galeries Lafayette's in-house fashion team. Made of organic or fair-trade cotton, the line includes t-shirts, loose tops and a skirt at accessible price points between about \$25 and \$50.

On the product labels, Galeries Lafayette includes a QR code, which when scanned takes consumers to a landing page with details about each step of the making of the garment, allowing consumers to know exactly what they are buying and wearing.



? Je suis Fashion Integrity by Galeries Lafayette, la mode qui vous dit tout. Noir ou blanc, ray ou rouge, mon coton vient des contres lointaines de l'Inde et de la Tanzanie. Il a t fil Kholapur et tricot en Lituanie. Une collection mode et 100% traable du champ au magasin. Plus d'infos lien dans la bio. #GaleriesLafayette #Mode #Ethique

A video posted by Galeries Lafayette (@galerieslafayette) on Aug 24, 2016 at 2:54am PDT

Fashion Integrity is available at all Galeries Lafayette stores in France, as well as Galeries Lafayette Berlin and BHV Marais. It is also featured on Galeries Lafayette's ecommerce site.

"The collection Fashion Integrity is another example of our commitment to offer our customers more responsible

products," said Nicolas Houze, CEO of Galeries Lafayette and BHV Marais in a statement. "Our ambition CSR is a collective commitment by the company, and I am especially pleased that this collection allows us to create a virtuous circle where a project supported by our staff meets the specific needs of our customers. "

Other retailers have taken steps further into sustainability with special projects.

British retailer Selfridges fashioned a brighter future by championing sustainable designers for its seminal talent platform, Bright Young Things.

Now in its fifth year, Bright Young Things, branded as Bright New Things for 2016, invested in the future of fashion by highlighting United Kingdom-based talents and working with the Center for Sustainable Fashion to explore the apparel and accessories industry's "new standard." Increasingly, brands and retailers are being more transparent about the raw materials used, construction process and the overall impact products have on the environment ([see story](#)).

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