

RETAIL

Galleries Lafayette shows shoppers how it values sustainability

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Galleries Lafayette's sustainable rooftop garden. Image credit: Galleries Lafayette

By BRIELLE JAEKEL

As the fashion business is simultaneously responsible for environmentally damaging practices as well as advocating for sustainability, French department store chain Galleries Lafayette is working to highlight those that only do the latter.

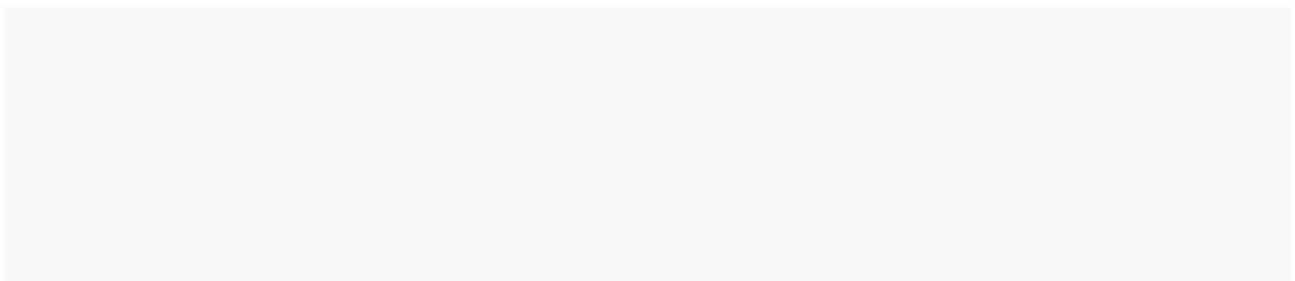
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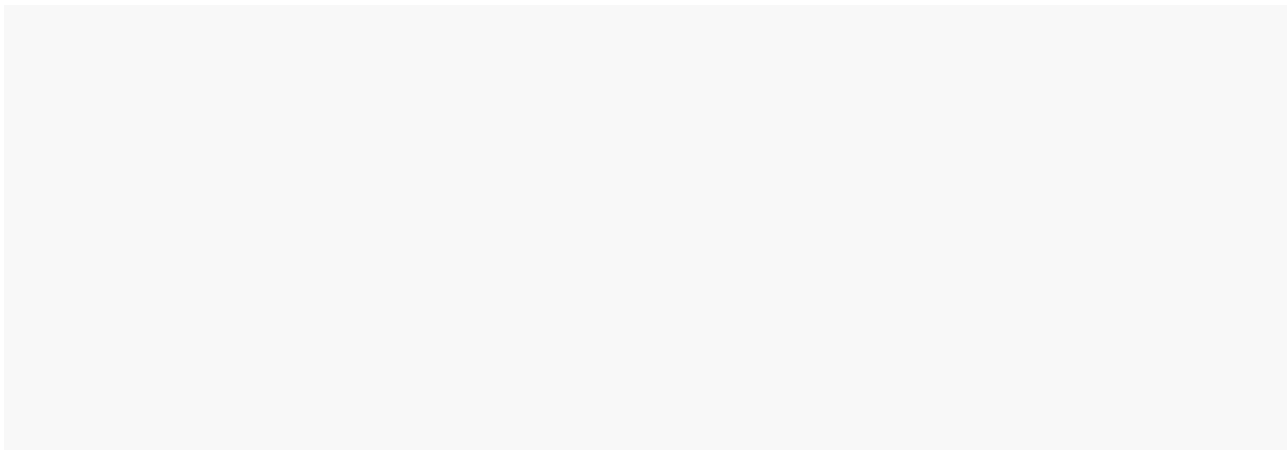
The retailer's "Go for Good" initiative is working with fashion brand Stella McCartney to commit to responsible business practices, while encouraging others to do so as well. In addition to spotlighting labels and companies who value sustainability, the retailer is also hosting a variety of eco-friendly events.

Responsible business

Calling her the creator and godmother of Go for Good, Galleries Lafayette is working with Stella McCartney's namesake founder. The collaboration will result in an exclusive capsule collection made in partnership with Adidas, along with a meditation area in Galerie des Galeries.

A video featuring Ms. McCartney dives into the initiative, discussing her background within sustainability and how this has integrated into her business decisions. She believes that consumers and brands do not have to compromise to have ethical business practices and still have a beautiful product.





Go For Good, pour une mode plus responsable. . . #GOFORGOOD #GaleriesLafayette #ModeResponsable

A post shared by Galeries Lafayette (@galerieslafayette) on Aug 29, 2018 at 3:25am PDT

From Aug. 29 to Oct. 10, the Galeries Lafayette store on Boulevard Haussmann will feature a concept shop, named the Good Spot on its second floor.

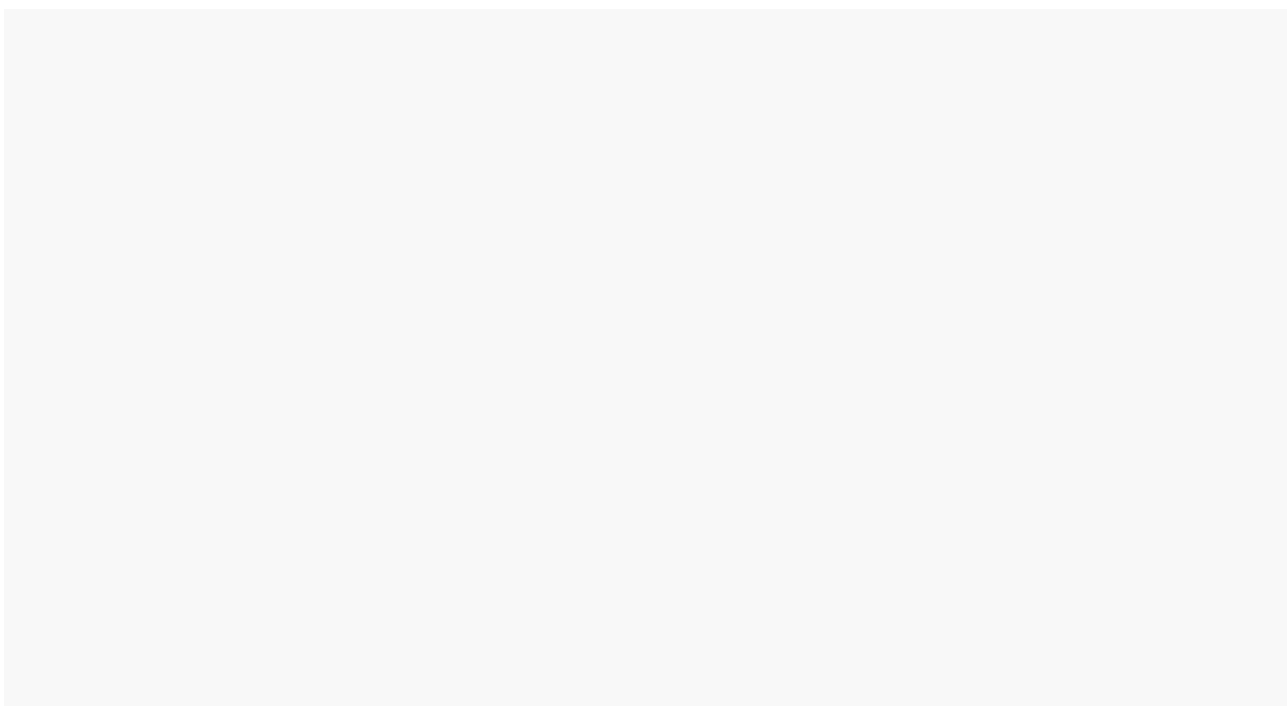
Within the shop, consumers can grab snacks while they discover a number of brands that practice sustainability, support social justice or value local job preservation. The shop is categorized under three nomenclatures: Good French, Good and Fun and Good Vibes.

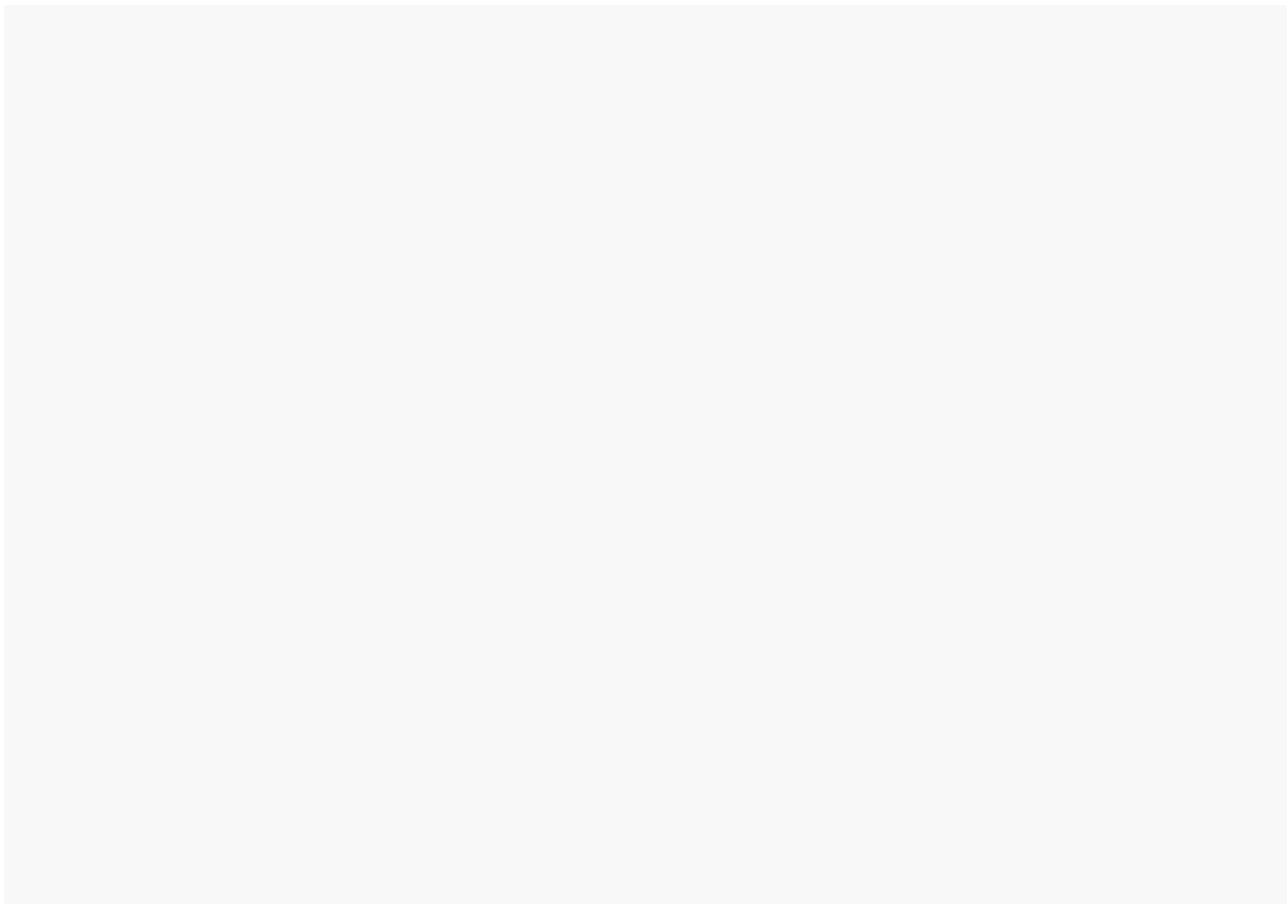
Brands such as Saint James, Agnes b., Fjll RavenOn the House, Vian-Tiran Brown, Duralex and Eric Hibelot are a few of those featured in the Good Spot.

A photographic exhibit will also be featured in the department store's flagship, showcasing the retailer's sustainable actions and the individuals who make them happen.

Galeries Lafayette will also be ramping up its sustainable practices, such as accepting recycled apparel and accessories, launching a clothing rental service powered by Panopy, hosting a Sneaker revitalization service, debuting a coffee recycle program with Nespresso and offering sustainable vacation options.

The department store is also promoting its eco-friendly garden atop its Haussman location, which is open on Saturdays from 3 p.m. to 4 p.m.





GO FOR GOOD, c'est parti ! Découvrez la démarche des Galeries Lafayette pour une mode plus responsable. Jusqu'au 10 octobre, on vous réserve une sélection de produits plus justes mais aussi des vêtements, des rencontres et des services qui ont du sens. Rejoignez le mouvement ! [Plus de détails dans le lien de notre bio] . . . #GOFORGOOD #GaleriesLafayette #moderesponsable #consciousness #modeethique #ecofashion #ecofriendly #createurs #fashion #upcyclingfashion #lifestyle #madeinfrance #developpementdurable #transparency #greenfashion

A post shared by Galeries Lafayette (@galerieslafayette) on Aug 29, 2018 at 7:59am PDT

Fashion sustainability

Sustainability in fashion is becoming an important part of the business, as consumers become more aware of its impact on the planet.

Luxury companies need to address environmental challenges as climate change and technological advancements impact the industry, according to a new report by the Business for Social Responsibility (BSR) and members of its Responsible Luxury Initiative.

A diverse group of luxury brands are part of the initiative, including luxury conglomerate Kering, the Peninsula Hotel, Cartier, Chanel and PVH Corp. The report makes recommendations for luxury brands to fortify themselves in a changing world and contribute to a sustainable future ([see story](#)).

As consumer calls for brand transparency increase, Italian fashion label Gucci has launched a new platform, similar to Galeries Lafayette's push, to share stories of its corporate social responsibility with the public.

Debuted on June 5 in honor of World Environment Day, Gucci Equilibrium is a microsite that delves into the brand's efforts regarding people and the planet. Gucci intends for the platform to reflect the balance of aesthetic and ethical purposes that drive its strategy ([see story](#)).