



FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

September 24th 2019

Fashion, Fashion Week and Sustainability

At the start of Paris Fashion Week® when French Parliament is about to debate legislation to promote low waste and circular economy, the Fédération de la Haute Couture et de la Mode wishes to reaffirm its commitments.

Along with the creative brands that compose it, the Federation has fully embraced all the challenges of sustainable development. In 2018, the Federation's Executive Committee decided to create a commission dedicated to this subject and has been active since January 2019. Its field of action covers both the industrial value chain and the event value chain.

About the industrial value chain

The creative brands that are members of the Federation have been addressing environmental and corporate social responsibility issues for several decades. The Federation and its members play their full part in the initiatives taken by the public authorities. It actively takes part in the ongoing discussions within the framework of the draft law on the fight for low waste and circular economy. In its think tank role, it has also taken bold stands on the evolution of CSR standards, labels, certifications, and the role of information technologies, as well as on the challenges of recyclability.

About the event value chain

For the Federation, fashion shows, presentations and Fashion Week are an essential expression of creation. Aware of its social and environmental responsibilities, it wishes to make several commitments.

The Federation is thus committed by the end of 2019 to:

- facilitate communication for all and encourage commitment by creating a Fashion and Sustainable Development glossary for creative brands, which will include a common definition of all terms in use,
- organize a convention bringing together the main actors of Paris Fashion Week®, in order to share this glossary and work towards a green Fashion Week.

In 2020 the following will be achieved and made available:

- a support and eco-design tool for the industrial value chain and the event value chain, supported by an adequate methodology,
- a measure of the ecological performance of Paris Fashion Week®.

The Federation has already taken measures as part of Paris Fashion Week®:

- encouraging alternative modes of transport by providing exclusively electric means of transport (Paris Fashion Week® shuttle service, scooters, motor scooters...).
- moving to a zero Carbon emission mobility in Paris in January 2020, thanks to a new fleet of DS 7 CROSSBACK E-TENSE 4x4s that will cover 100% of FHCM's transport needs in zero emission mode.
- optimizing waste management: paper consumption reduced by 80% in 2019, offering a space at the Palais de Tokyo with fully reusable scenography (which will host 7 shows & 3 presentations), 100% recycling and waste recovery on the Paris Fashion Week® Center at the Palais de Tokyo, partners of the Paris Fashion Week® Center selected according to their commitments in the field of sustainable development (e. g. coffee beans, Eco-tableware, alternative beverage suppliers...)
- transition for Paris Fashion Week® 2020 to plastic-free single-use, launch of responsible communication and awareness of all stakeholders to the challenges of sustainable development, implementation of assistance for waste sorting and recovery.

The French Fashion Industry represents:

- €154 Bn Turnover per year
- €35,7Bn Export turnover per year
- 616 000 Direct jobs
- Export rate for creative brands: 90%

Paris Fashion Week represents:

- €440M Turnover per year (visitors, events showrooms)
- €1,164 Bn Turnover per year including Market Week
- Around 5,000 Attendees
- Around 5,000 full-time job equivalents
- By far the most international Fashion Week

2016 Figures, IFM / Quadrat

*The Fédération de la Haute Couture et de la Mode brings together more than a **hundred French and international creative houses**, decisively contemporary and endowed with unique know-how. It contributes to the promotion and development of French fashion culture, where Haute Couture, creativity and excellence are constantly enriched by contemporary and innovative technologies. It coordinates **Paris Fashion Week®** and **Haute Couture weeks**, thus contributing to the affirmation of Paris as the world's fashion capital. It greatly values **education and endorses Institut Français de la Mode's worldwide ambition** in the fields of fashion design, management and craftsmanship. It also plays a decisive role in supporting **new generations of designers** and their development in France and abroad. At the heart of the fashion ecosystem, the Federation brings its expertise and shares solutions for a bold and sustainable future.*

The Executive Committee of the Fédération de la Haute Couture et de la Mode is composed of Ralph Toledano (President) - Francesca Bellettini (Saint Laurent); Bruno Pavlovsky (Chanel); Guillaume de Seynes (Hermès); Sidney Toledano (LVMH Fashion Group). Pascal Morand (Executive President)