



FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

PRESS RELEASE

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LAUNCH OF ECODESIGN TOOLS FOR FASHION EVENTS AND COLLECTIONS.

Back in September 2019, the *Fédération de la Haute Couture et de la Mode* made a commitment to provide Member Houses and the Houses listed in the Official Calendar of Paris Fashion Week® (PFW®) and the Haute Couture weeks with two eco-design support tools. The first is dedicated to events (in particular fashion shows and presentations) relating to the event value chain; the second concerns collections and the industrial value chain.

After launching a consultation process, the Federation commissioned PwC to produce these tools. They are now up and running and will be systematically made available to Houses in the coming weeks. These tools were made possible thanks to the support of DEFI.

Ecodesign and support tool for events

This tool is designed to **measure the environmental, social and economic impact** (with the Institut Français de la Mode) **of the PFW®** (macro measure). It will enable each participating House to proceed with their calculations before organizing an event (fashion show/presentation/showroom...) and help them make the smartest choice when it comes to service providers in order to **reduce environmental impact and optimize social impact** (micro measure). It was produced by PwC by pooling the expertise of sustainable development teams, data analytics teams and the PwC Experience Center, in close cooperation with the Federation's own teams. It helps calculate 120 KPIs of quantitative and qualitative data from Houses. The steering committee was made up of Bureau Betak, DLX and the Palais de Tokyo. All stakeholders in the ecosystem were involved in the development, namely Houses of all sizes, production agencies, press and communications agencies, modeling agencies, the main venues where PFW® events take place, and institutions. It was developed in 2020, tested in early 2021 and will be fully operational by September 2021.

On the eve of World Environment Day (June 5), Paris is the world's first fashion capital to offer this kind of solution to the Houses that present their collections in the city, and the first to employ high-precision analysis for the purpose of continuous improvement. The tool will then be distributed internationally to fashion event organizers. Discussions are underway with the cultural sector (notably the Palais de Tokyo and the RMNGP) to adapt the tool to the programming and production of exhibitions.



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Ecodesign and support tool for collections and the industrial value chain

This tool **helps companies to eco-design their collections by measuring the environmental and social impact of their entire industrial value chain**. It is a management tool that provides an overall vision for a full season scaled to each collection in terms of both CSR commitment and environmental and social performance. It was designed in conjunction with the French Fashion Institute and is being tested with several volunteer Houses prior to roll-out. It was developed by PwC by pooling the expertise of sustainable development teams, data analytics teams and the PwC Experience Center. The technical committee is made up of DEFI, the French Federation of Women's Ready-to-Wear, the Federation of Knitwear, Lingerie and Swimwear, the Alliance du Commerce, Première Vision, ReFashion, Création & Image, IFTH, CETI and COFREET. It has been under development since early 2021, is being tested in June 2021 and will be fully operational by September/October 2021.

The tool will enable Houses of all sizes to fully embrace an eco-design approach. Initially designed for members of the Federation, it may well be distributed more widely within the fashion and apparel industries.

Federation de Haute Couture et Mode Commitments

In addition to producing these two tools, the Federation had made other commitments back in 2019 that were met for Paris Fashion Week® and the Haute Couture collections week, in particular **zero carbon emission mobility**. Since January 2020, thanks to a partnership with DS Automobiles, the Federation has been providing a fleet of official vehicles to cover all transportation needs in zero emission mode. This complements the other modes of transport offered by the Federation for accredited parties, all of which are also fully electric: a bus fleet, Paris Fashion Week® shuttle service, scooters... The Federation has also helped to set up a **shared venue at the Palais de Tokyo**: in 2019 and 2020 the room hosted a dozen fashion shows and presentations for each PFW. This facility will continue as from September 2021. In addition, waste from the Paris Fashion Week® Center at the Palais de Tokyo is **100% recycled and recovered**. Partners for the Paris Fashion Week® Center are selected according to their commitments to sustainable development (e.g. coffee beans, Eco-tableware, alternative beverage suppliers...). Lastly, the Federation has set up an **aid facility for the reuse of materials and props** by signing a partnership deal with La Réserve des Arts.

The Fédération de la Haute Couture et de la Mode brings together more than a hundred distinctly contemporary French and international fashion houses boasting unique know-how. It coordinates Paris Fashion Week® and the Haute Couture weeks, thereby helping to further assert Paris as the world fashion capital. It contributes to the promotion and development of French fashion culture, where Haute Couture, creativity and excellence are constantly enhanced by contemporary and innovative technologies. It supports its members by way of legal, social, training, innovation and sustainable development commissions. It plays a decisive role in the development of generations of designers in France and abroad. It attaches the utmost importance to the achievement of the global ambition of the French Fashion Institute in the fields of creation, management and know-how. At the heart of the fashion and design ecosystem, the Federation delivers expertise and shares solutions for a bold and sustainable future.



FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

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

PwC France and the Maghreb

In France and in the Maghreb, members of the PwC network are developing consulting, audit and legal expertise assignments with the strategic ambition of promoting the reconciliation of business, economy and society. PwC entities in France and Maghreb bring together more than 6,000 people who share their expertise within an international network of more than 284,000 people in 155 countries. Among other initiatives, the firm is committed to the upgrading of collective skills for all its employees, clients and stakeholders in order to anticipate the usages of the future. Visit www.pwc.fr.

PwC France and Maghreb's Data Intelligence practice, created in 1993, has more than 300 experts (including 50 data scientists) who support companies of all sizes and from all sectors in their "data driven" transformation. The Sustainable Development department has a hundred consultants and assists companies of all sizes and investors in taking sustainable development into account in their strategies, operations, product and service innovation, and their investment and external growth policies.

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