



**wecare!**

***Impact report***  
**2019-2024**



# INTERVIEW

## WITH LAURENT MILCHIOR,

### Co-managing director of the Etam Group

*“As a leader in the lingerie sector, we had to face up to our responsibilities”*

---

**We are celebrating the 5th anniversary of the WeCare program in this edition. Can you tell us how and why this program was created?**

**Laurent Milchior:** The WeCare program is the responsibility pact of the Etam Group. This program was born in 2019 from the undeniable observation that the textile industry has a significant impact on the environment. As a leader in the lingerie sector, we had to confront our responsibilities. We owed it to our customers and our employees. The WeCare program is now 5 years old, and we are very proud of the progress made by our brands and teams.

**What were the main objectives you set for your CSR program 5 years ago? What do you consider the key results? What are your greatest achievements?**

**LM:** When we launched the WeCare program, we set ambitious goals. Five years later, the numbers speak for themselves, and we are proud to have managed to combine desirability and sustainability. Among our greatest achievements, we can highlight the followings: 65% of our products now include organic and/or recycled materials (with a target of 80% by 2025). We have reduced our total greenhouse gas emissions by 42% (scopes 1, 2, and 3), compared to 2019, our reference year, a result aligned with our SBTi commitments. Our cotton products contain now 70% of organic cotton certified GOTS or OCS. We avoid 540 tons of single-use plastic each year. Our total energy consumption has been reduced by 24% compared to 2019 (with a target of a 50% reduction by 2030).

**How has your CSR program influenced the company culture and employee engagement?**

**LM:** Since the launch of our CSR program five years ago, we have seen a profound transformation in our corporate culture. All our employees are fully committed, demonstrating their strong support for the values espoused by WeCare. This program has united teams around common objectives, notably to increase the proportion of products incorporating organic or recycled fibers, known as «WeCare products»,

in our collections. Thanks to our collective efforts, the proportion of WeCare products has risen from 4% in the AW19 collection to 65% in the SS23 and AW23 collections. Our employees are proud to contribute to these initiatives, which help reduce our impact on the environment and society. In addition, the WeCare dynamic has also contributed to our internal cohesion through skills sponsorship and solidarity team building programs offered to the Etam Group employees. In sum, the WeCare program has become a genuine corporate project that shapes our identity and commitment daily.

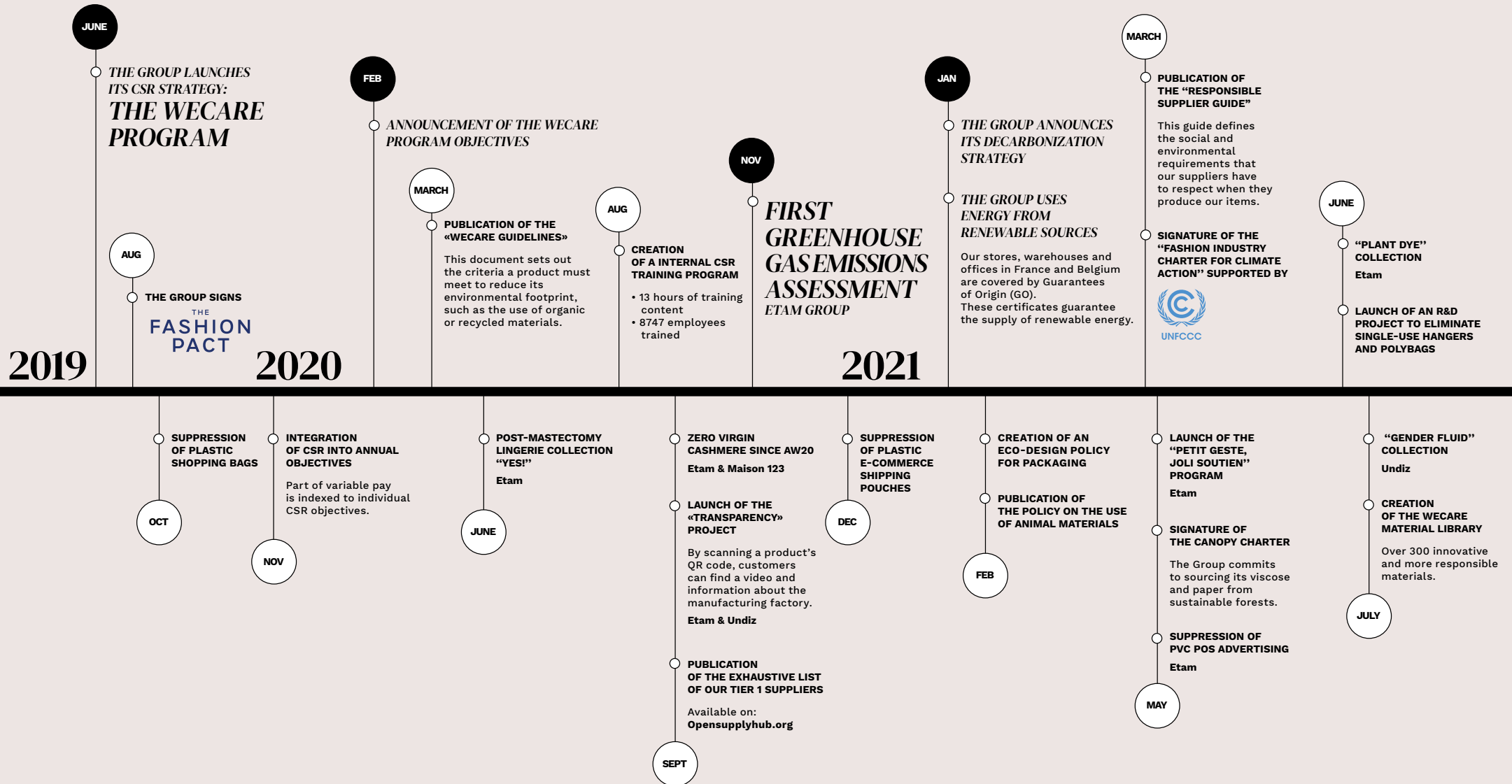
**What achievements would you like to be proud of in 5 years?**

**LM:** We are obviously proud of the progress made, but we are also very aware that there is still a lot to do. In 5 years, we will be satisfied if we have achieved two things: first, working hand in hand with our biggest suppliers to help them clean up their factories. Second, raising awareness among our customers so that they value our actions in their purchasing decisions.



# We care!

## 5 years of commitment



2022

JAN

ZERO PLASTIC PRODUCT PACKAGING  
Undiz

“ORIGINE” COLLECTION

Lingerie with zero synthetic materials, dye-free and 100% recyclable.  
Etam

“WALL” COLLECTION

A collection of feminine suits that resist up to 60 washes.  
Maison 123

MARCH

COLLECTION “100% LINEN LACE”

These linen laces are certified European Flax.  
Etam

JUILL.

“SEDUCING THE WORLD, WITH RESPECT, BY CULTIVATING SINGULARITIES”

ANNOUNCEMENT OF THE GROUP'S PURPOSE

SEPT

DEPLOYMENT OF THE SUBLIMATION TECHNIQUE ON OUR LACES

Water consumption reduced by 99%.  
Etam & Undiz

SIGNATURE OF A SUSTAINABILITY LINKED LOAN WITH OUR BANKS

3 environmental KPIs have been defined.

JAN

65% OF PRODUCTS MORE RESPONSIBLE  
wecare!

540 TONS OF SINGLE-USE PLASTIC ANNUALLY AVOIDED SINCE 2019

THE GROUP REDUCES ITS GREENHOUSE GAS EMISSIONS

2023

JULY

THE GROUP'S DECARBONIZATION TRAJECTORY VALIDATED BY THE SCIENCE BASED TARGET INITIATIVE (SBTI)

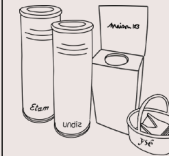


OCT

200 000 SECOND-HAND BRAS COLLECTED

They were washed and sorted by ESAT Les Ateliers de Jemmapes.

Etam



JAN

70% OF COTTON PRODUCTS ARE GOTS OR OCS CERTIFIED IN 2023

IN 2023, THE GROUP HAS REDUCED ITS ENERGY CONSUMPTION BY 24% COMPARED TO 2019

5M€ IN DONATIONS AND CONTRIBUTIONS TO PARTNER ASSOCIATIONS IN 5 YEARS

2024

LIVE SHOW “DANCING WITH MOTHER EARTH”

4 looks using natural and artisanal techniques.  
Etam

SWIMWEAR COLLECTION “ONESIZE”

Etam

“IEL” COLLECTION

The 1st gender-free collection.  
Etam

FEB

LAUNCH OF PERIOD PANTIES  
Etam

OCT

1<sup>ST</sup> UPCYCLED SWIMWEAR COLLECTION

Ysé swimwear sublimated by floral embroidery, are available for customers.  
Ysé

OPENING OF A “SECOND-HAND BRA” CORNER

Etam

JUNE

NEW ENERGY POLICY

DEC

TAKING PART IN A PILOT TEST ABOUT THE COLLECTION AND SORTING OF HANGERS AND POLYBAGS IN 5 STORES

RECYCLING SWIMWEAR INTO BRICKS FOR THE NEW STORE CONCEPT  
Undiz

LAUNCH OF A CAPSULE OF UPCYCLED AND SECOND-HAND SWIMWEAR  
Undiz

MAY

PROPOSAL FOR REUSABLE SHIPPING POUCHES FOR E-COMMERCE ORDERS

The pouches can be reused up to 100 times.  
Maison 123

PRODUCT TRACEABILITY DISPLAY

100% of new references from PE24.  
Ysé

SEPT

THE GROUP OBTAINS GOTS CERTIFICATION

This label guarantees the use of organic fibers and compliance with social and environmental criteria throughout the supply chain.



NOV

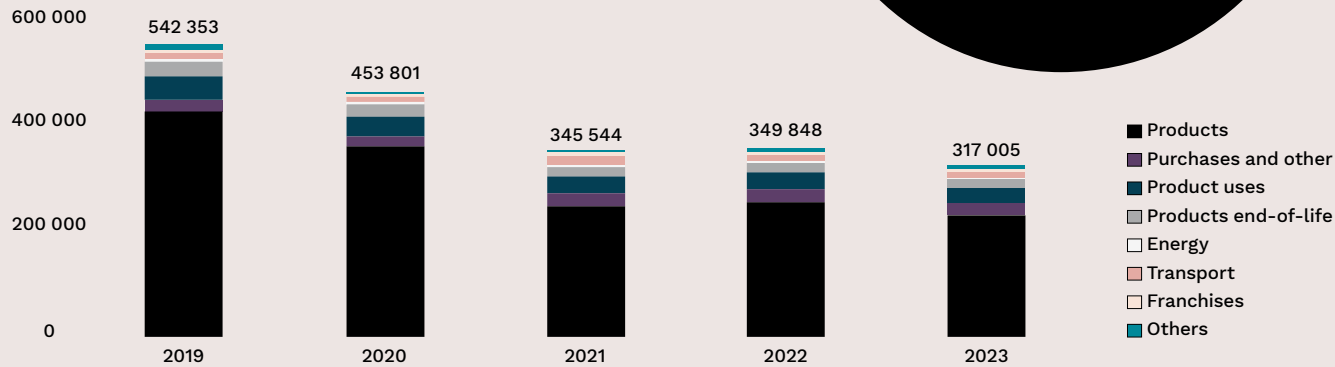
LAUNCH OF “SECONDE VIE”, THE BRAND'S SECOND-HAND PRODUCTS OFFERING  
Maison 123

FEB

## Aware of its role:

In a industry in transformation, the Group decided to commit to an ambitious decarbonization trajectory since 2020. This trajectory meets the Paris Agreement's +1.5°C target, and was validated by the Science Based Target Initiative (SBTi) in 2023. The Group's two decarbonization targets have been defined as follows:

- Reduce Scopes 1 and 2 emissions by 80% in absolute terms by 2030
- Reduce Scope 3 emissions by 40% per product by 2030



THANKS TO THE ACTION PLAN AND THE EFFORTS OF OUR TEAMS SINCE 2019, CO<sub>2</sub> EMISSIONS HAVE BEEN REDUCED BY:

# -60%

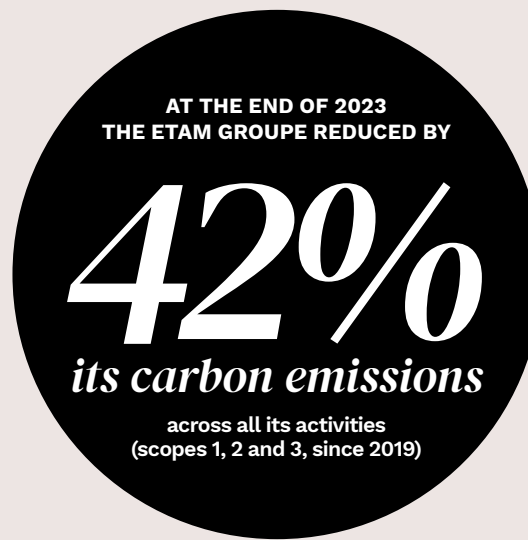
in absolute terms for scopes 1 and 2

# -13%

per item produced on scope 3

The Group has reduced its energy consumption by 24% in 5 years, thanks to an energy efficiency plan launched in 2020:

- Deployment of a new energy policy concerning temperature set points in all buildings, closing store doors, turning off signs and windows when stores close, etc.
- Renovation of lighting with LED sources in stores and warehouses
- Deployment of BMS systems in warehouses and some stores
- Deployment of several employee awareness campaigns



## The Etam Group is committed to

reduce the impact of its packaging by reducing its use and eliminating single-use plastic components.

ALSO SINCE 2021, SINGLE-USE PLASTIC USED IN THE FOLLOWING ITEMS HAS BEEN ELIMINATED OR SUBSTITUTED:

Shopping bags distributed in stores

E-commerce shipping pouches

Individual polybags in location packs (Undiz)

Logistics hangers for ready-to-wear products

In-store displays (Etam)

Plastic packaging for underwear accessories (Undiz)

Since 2021, single-use plastic  
has been **banned**

in packaging for new products, such as menstrual panties.

TODAY, THANKS TO THESE PROJECTS, THERE ARE

**540 tons**  
of single-use plastic avoided  
per year

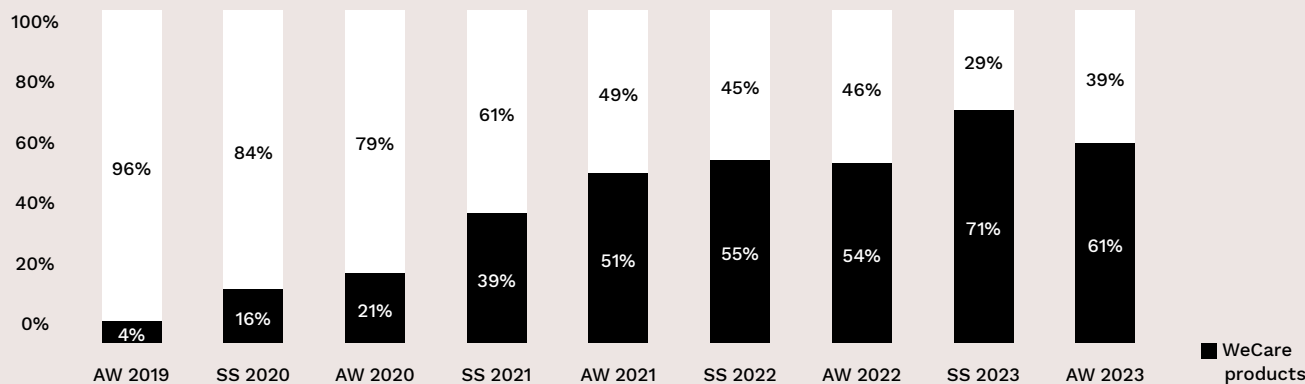
Whenever possible, reuse is favored. This is the case for underwear hangers, which are collected in certain Etam stores, sent to the factory and reused on our products.

## Over the past 5 years,

the environmental impact of our products has been significantly reduced thanks to the WeCare program. The program has become a source of pride for the Group. The continued strong growth in the proportion of «WeCare products» bears witness to this.

**A WECARE PRODUCT USES ORGANIC MATERIALS,  
OR RESPONSIBLY CERTIFIED MATERIALS\*:**

*Organic cotton, recycled cotton, polyester  
or recycled polyamide, responsible wool,  
recycled cashmere, cellulose fibers,  
French or European linen.*



# 70%

of cotton products contained GOTS or OCS certified organic cotton in 2023.

# 57%

of synthetic fiber products contained GRS or RCS-certified recycled fibers in 2023.

# 100%

of our cashmere sweaters has been made from recycled cashmere since 2020.

The Etam Group prohibits controversial animal practices, viscose from old-growth and damaged forests and cotton from controversial areas in its creations.

\*up to 50% of total product weight (or 30% for products with a high proportion of non-textile materials).

## Circular economy projects

have emerged over the last 5 years within the Group with the aim of reducing the impact of the end-of-life of textile products.

Since its launch in 2021, Etam's "Petit Geste Joli Soutien" program has allowed customers to drop off second-hand bras in nearly 550 stores across Europe. Collected bras are then washed and sorted by a work-integration partner: bras in very good condition are sold in an Etam store, bras in good condition are donated to charities, and bras in poor condition are used for research that is focused on the end-of-life of corsetry products.

In 2022, Undiz initiated its entry into circularity by introducing collection terminals dedicated to swimwear in around fifty stores in France. Among the pieces collected, those in good condition are transformed for upcycling and second-hand collections. Since 2023, bathing suits in poor condition have been transformed into design bricks integrated into the decoration of new Undiz stores.

Maison 123 continues its clothing collection initiated in 2018, thanks to in-store collecting stations for customers within its stores in France, Belgium and Switzerland. The clothes collected are sorted, donated or recycled. Every year, more than 10 tons of clothing are collected. To take things a step further, in February 2024, Maison 123 launched its "Seconde Vie" second-hand offer, enabling customers to sell Maison 123 products they no longer wear through a dedicated omnichannel solution.

# 713

collection terminals  
throughout Europe in Etam, Maison 123 and Undiz stores.

# 60 tons

of clothing collected in Maison 123 collection terminals since 2018 for donation or recycling.

# 200 000 bras

collected by Etam since 2021 for donation, second-hand or R&D recyclability.

# The Etam Group's Key Figures

*Etam* undiz *Maison 123* L I V Y ysé

## 108 years

Family-owned, French, and 100% independent, founded in 1916.

## No. 1

Leader in the lingerie sector in France and 7<sup>th</sup> worldwide.

## 5 brands

1 Tech Center,  
3 warehouses.

## 37M

WeCare products  
in 2023.

## 1 339

Stores worldwide.

## 60 countries

Global presence.

## 5 800

Team members globally.

## 210

Suppliers in 2023.

# Our alliances & partners

The Etam Group believes that solving industry challenges requires a collective effort. We are a member of various corporate coalitions working to make the textile industry more responsible. These partnerships and joint commitments with stakeholders are vital to advancing the ecological and social progress of the textile industry.

## THE FASHION PACT

As a member of the Fashion Pact, the Etam Group is working towards 3 objectives with the help of over 70 stakeholders in the fashion and textile industries: halting global warming, restoring biodiversity, and protecting the oceans. Laurent Milchior, our co-managing director, serves on the Fashion Pact Steering Committee.



In 2021, the Group signed the United Nations Fashion Industry Charter for Climate Action, committing to 16 principles aimed at reducing the fashion industry's impact on climate change.

## Re\_fashion

As a founding partner of Refashion, the Group is on the board of Directors and actively contributes to the work of the eco-organization. This organization is responsible for the prevention and management of end-of-life products marketed by companies in the textile sector.

## PARIS GOOD fashion

The Etam Group participates in working groups set up by the Paris Good Fashion association, collaborating with other stakeholders in the industry to share best practices and unify effort towards sustainability.



Amfori is the world's leading trade association working to improve work conditions in international supply chains. The Etam Group has been a partner and member of Amfori for many years, and fully shares its founding principles.



The Etam Group is a member of Textile Exchange, an international non-profit organization that promotes the responsible expansion of the textile industry and the production of sustainable textile materials.



The Etam Group is a member of "Alliance du Commerce", France's leading retail organization, which ensures that the Group's interests are well represented towards public authorities. The Alliance is particularly involved in environmental and social issues.



**For more information**



## *Contacts*

**Etam Group CSR Management**  
**Kachen Hong Zwart**  
kachen.hong@etam.fr

**Etam Group Press Relations**  
communicationcorporate@etam.fr

**June 2024**  
**etam-groupe.com**