

# we care!

## SUSTAINABILITY OVERVIEW

2019  
2025



### INTERVIEW WITH LAURENT MILCHIOR, Chairman and CEO of the Etam Group

« As a leader  
in the lingerie  
sector, we had  
to face up to our  
responsibilities »

**This year, we are celebrating the 6th anniversary of the WeCare program. Can you remind us why and how this program was created?**

**Laurent Milchior:** The WeCare programme is the Etam Group's responsibility pact. It was launched in 2019 based on the clear observation that the textile industry has a significant environmental impact. As a leader in the lingerie sector, we felt it was our responsibility to address this issue. We owed it to our customers and our employees. The WeCare programme is now six 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 6 years ago? What do you consider the key results? What are your greatest achievements?**

**LM:** From the outset, we set ourselves ambitious goals. Today, 61% of our products incorporate organic and/or recycled materials, and we are targeting 65% by 2026. In 2024, we reduced our greenhouse gas emissions by 39% (Scopes 1, 2 and 3) compared to 2019, which is in line with our commitments that have been validated by the Science Based Targets Initiative (SBTi). These commitments are in line with the Paris Agreement, which aims to reduce emissions by 80% on Scopes 1 and 2 by 2030 and by 40% on Scope 3 per item produced. 74% of our cotton products are now GOTS or OCS certified. We avoid 540 tonnes of single-use plastic each year and have reduced our energy consumption by 23% compared to 2019 (target: -50% by 2030). These results demonstrate that it is possible to reconcile desirability and sustainability.

**What impact has this program had on the company culture?**

**LM:** WeCare has had a profound impact on our corporate culture. It has brought our teams together around a meaningful project. The proportion of WeCare products in our collections has increased dramatically, rising from 4% in the Autumn/Winter 2019 collection to 61% in the Spring/Summer and Autumn/Winter 2024 collections. Our employees are proud to contribute to an initiative that reduces our environmental and social impact. Skills-based sponsorship and team-building initiatives based on solidarity have strengthened our internal cohesion. WeCare has become a true company-wide project, structuring and mobilising us.

**And in 5 years, what would be your greatest sources of pride?**

**LM:** We are proud of what we have achieved, but the current context, which is characterised by mounting environmental, economic and regulatory challenges, reminds us of the importance of maintaining our commitments.

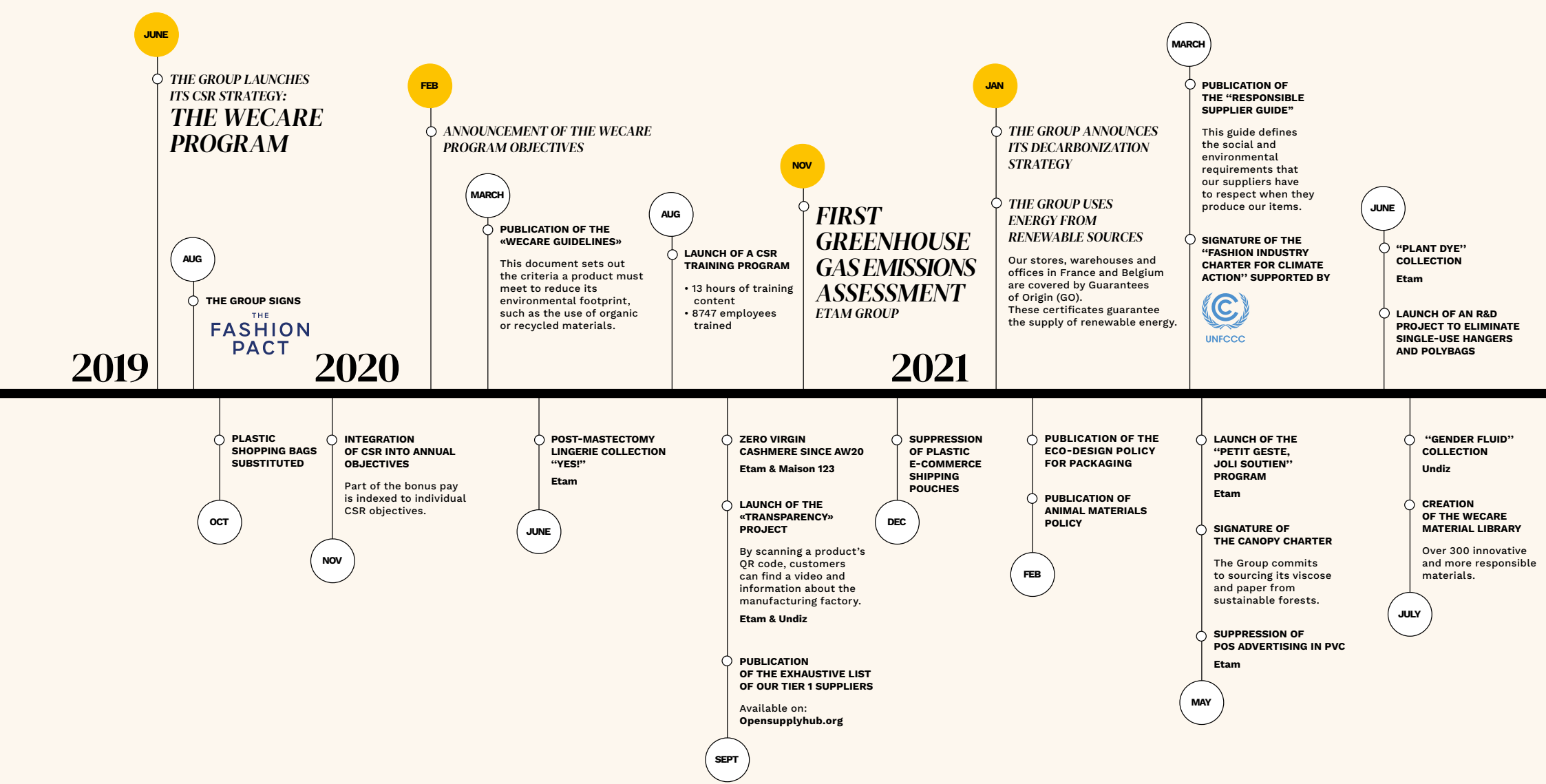
Working hand in hand with our key suppliers to support them in cleaning up their factories.

Further raising awareness among our customers so that they value our commitments when making purchasing decisions.

We want to continue demonstrating that a more responsible fashion model is possible.



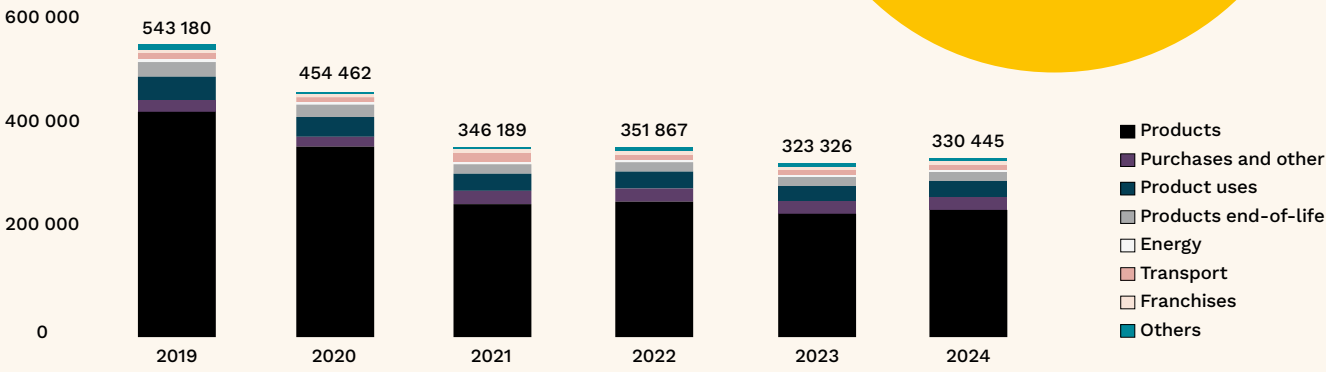
# We care! 6 years of commitment



## 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 approved 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:

**-71%**  
in absolute terms on scopes 1 and 2

**-14%**  
per item produced on scope 3

The Group has reduced its energy consumption by 23% in 6 years, thanks to an energy efficiency plan launched in 2020:

- Implementation of a new energy policy covering temperature setting in all buildings, closing store doors, turning off signs and windows after store closing hours.
- Renovation of lighting with LED sources in stores and warehouses
- Implementation of BMS systems in warehouses and some stores
- Implementation 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 packs (Undiz)
- Logistics hangers for ready-to-wear products
- In-store POS (Etam)
- Plastic packaging for lingerie accessories (Undiz)
- Plastic packaging of multipack briefs

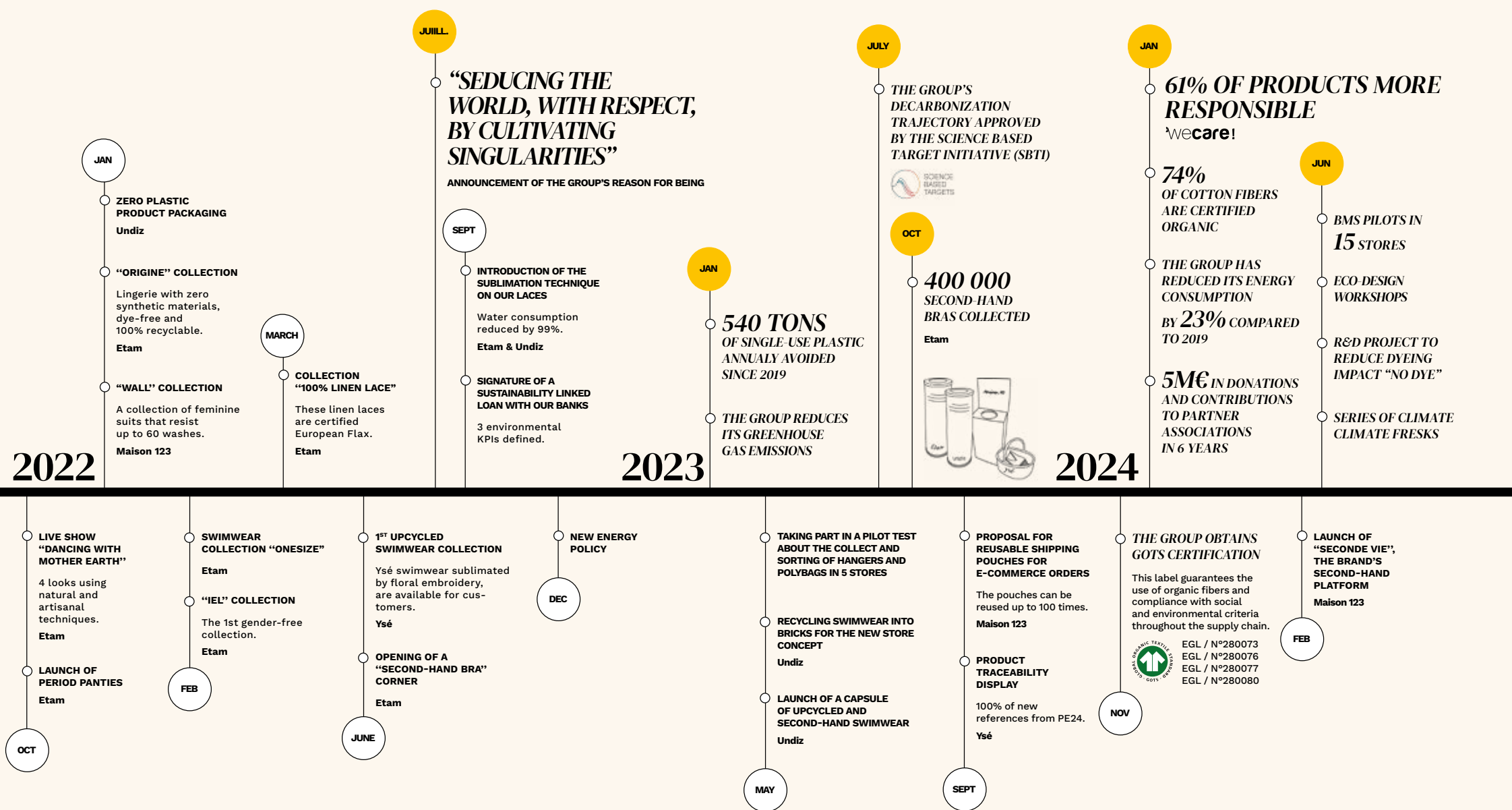
Since 2021, single-use plastic  
has been **banned**  
in packaging for new products,  
such as menstrual panties.

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 6 years,

Our products have significantly reduced their environmental impact thanks to the WeCare program. This initiative has gained strong support from our teams and partners, and has become a key achievement for the Group.

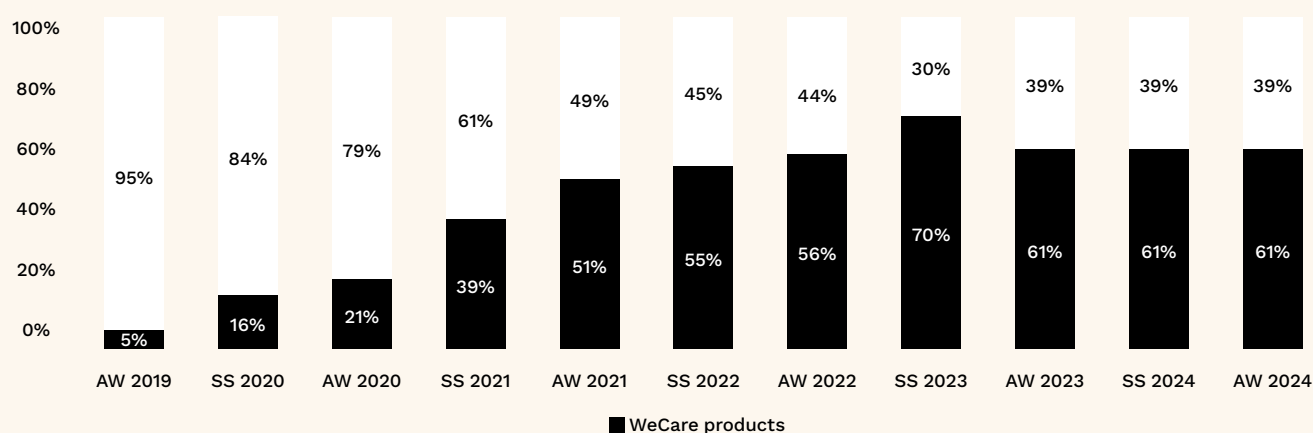
A WECARE PRODUCT USES ORGANIC, RECYCLED, OR MORE RESPONSIBLE CERTIFIED MATERIALS\*:

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

PRODUCTS FROM THE SS24 AND AW24 COLLECTIONS ARE

61%  
WECARE

Accepted certifications are: GOTS, OCS 100, GRS, RCS, RWS, Master of Linen or European Flax, etc.



74%

of cotton fibers are certified organic in 2024.

57%

of synthetic fiber products are GRS or RCS-certified recycled fibers in 2024.

The Etam Group prohibits in its creations controversial practices on animal materials, viscose sourced from ancient and endangered forests, and cotton originating from high-risk regions

## Circular economy projects

In recent years, numerous circular economy projects have emerged within the Group, aiming to reduce the environmental impact of textile products at the end of their life. Since 2021, Etam has enabled customers to drop off used bras at its European stores. These are washed and sorted by a supported employment workplace. Bras in good condition are donated to charities, while those in poor condition are used in research projects focusing on the end-of-life phase of lingerie products.

In 2022, Undiz began its journey into circularity by launching dedicated swimwear collection campaigns in France. Items in good condition are transformed into upcycled and second-hand collections. In 2023, damaged swimwear was transformed into designer bricks used in the decorating of new Undiz stores.

Maison 123 has continued its clothing collection initiative, launched in 2018, by providing collection stations for customers in its stores in France, Belgium and Switzerland. The collected garments are sorted, donated, or repurposed. More than 10 tons of clothing are collected each year.

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

400 000 bras

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

As part of its commitment to more responsible fashion, Maison 123 launched "Seconde Vie" in February 2024, a platform dedicated to the resale of second-hand items. This initiative allows customers to sell or purchase Maison 123 pieces in excellent condition, thereby promoting product circularity. In one year, over 18,000 items found a second life through this program.

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

# The Etam Group's Key Figures

*Etam*   **undiz**   *Maison 123*   **L I V Y**   *ysé*

**109 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**

4 sourcing offices,  
3 warehouses.

**37M**

WeCare products  
in 2024.

**1 396**

Stores worldwide.

**60 countries**

Global presence.

**5 600**

Team members globally.

**245**

Suppliers in 2024.

# Our alliances & partners

The Etam Group believes that solving industry challenges requires a collective effort. We are 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 environmental 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 sector.



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.



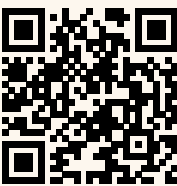
The Etam Group is a member of Textile Exchange, an international non-profit organization that promotes the responsible expansion of the textile industry and the production of sustainable textile materials.



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



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