

**Panel discussion about responsible fashion at  
Galeries Lafayette Haussmann - 14 September  
2021**



What: Galeries Lafayette unveils their (RE)STORE, a floor of more than 500m2 entirely dedicated to second hand and circular fashion, at the heart of women's fashion.

Why is it important: During the pandemic, the department store took advantage of the situation to reinvent itself for the greater good.

**A panel discussion with [Nicolas Houzé](#) (CEO of Galeries Lafayette), [Olivia Grégoire](#) (Vice-President of the Finance Committee), [Pierre-François Le Louët](#) (President at NellyRodi and Fédération Française du Prêt-à-Porter Féminin), [Sophie Boirard](#) (co-founder at Entremains), [Antoine Broto](#) (Chief executive at Emmaüs), [Charlotte Dereux](#) (Founder of Patine) and [Pierre-Arnaud Grenade](#) (CEO of Ba&sh) on responsible fashion**

This meeting began with the following question: What does “responsible fashion” mean?, to which Olivia Grégoire answered gladly.

- The textile industry is the third most water-consuming sector in the world and produces 1.2 billion tons of greenhouse gases every year
- Following the ethical fashion movement therefore responds to social and environmental issues which can no longer be ignored
- Today's fashion must be responsible on all different levels: it is not only about second hand, but also about non-exploitation of the manufacturers, local production, quality and therefore sustainability

Nicolas Houzé and Olivia then answered the question : How does one combine desirability, profitability and responsibility?

- The creativity is the same for ethical brands as it is for fast fashion brands, therefore so is the beauty of the product and the desire to buy
- When it comes to profitability, it is interesting to raise the fact that the companies which do not follow this way of sustainability will lose their profitability in the end and thus will surely not survive
- In the end, it is a simple equation: desirability + profitability = responsibility, which is knowing how to mix desire and sustainability

Following this question, the speakers addressed the impact of the economic crisis on the textile trade and its consumption:

- The economic crisis has made us become more aware of the importance of this commitment towards responsible fashion and consumption
- According to ouest-france.fr, 1 out of 5 teenagers would give up his/her life for the environment. However, some teenagers are still ordering 100 euros worth of clothes on Shein. Galeries Lafayette wants to show Gen Z that it is possible to buy quality, ethical and affordable clothes

After this was raised the issue of small local brands struggling to make a name for themselves and even survive:

- Thanks to social networks, Instagram especially, small businesses can now communicate and find their place relatively easily
- Several approaches exist to provide financial assistance to these companies, allowing them to achieve their goals

And finally, Sophie Boirard, Antoine Broto, Charlotte Dereux, Pierre-Arnaud Grenade and Pierre-François Le Louët spoke about their respective brands and associations: Ba&sh, Emmaüs, Patine and Entremains, aiming to give fashion a second life.

## **Tour**

A tour of the 3d floor was then given to the guests.

- Entremains : Le “bar à jean”  
A collection of vintage levi's 501 jeans produced in a thicker fabric, without stretch and thus more fitting.  
Relatively high prices.
- Crush On  
A platform which brought together more than a thousand professional merchants of second-hand clothing and accessories, in order to democratize window dressing and offer a sustainable alternative to fast fashion.  
Low costs.
- Relique  
A team of young vintage enthusiasts, nostalgic for an era they never knew. Inspired by the 70's, their selection of clothes and decorations propose a return to the past to better consume today  
Affordable prices.
- Petite Chinoise  
The founder of this boutique browses thrift shops, flea markets and hidden boutiques in Paris in order to find us unique little treasures.  
Affordable prices.
- Club Couleur

An original way to make second hand : buying non fast fashion clothes, decoration objects and accessories in end of inventory and coloring them with paint made in Vendée.

Different color corners are available

Fairly low prices.

- Monogram

An initiative allowing you to buy and sell the most desirable and luxurious fashion pieces on the market, handpicked and carefully authenticated.

Fairly high prices.

All items in every shop are labelled Go for Good.