

A person with long dark hair, wearing a light green jacket, is holding a large, round, silver-framed mirror. The mirror is held in front of their face, reflecting the clear blue sky. The person's hands are visible, holding the top and bottom of the mirror. The background is a solid, clear blue sky.

**FAIRLY  
MADE**

**Communicating about your collaboration  
with Fairly Made®**



# WHAT IS FAIRLY MADE®



## OUR MAINSPRING



**Fairly Made® is a "société à mission", a green tech startup created in 2018 to improve the impact of the textile industry.**

**Our mission is to improve brands' purchasing practices from an environmental and social perspective, through the analysis of their products and production chains via our tech platform.**

**The Fairly Made® SaaS platform offers a garment evaluation calculated on four criteria: social issues, traceability, environment, recyclability. This 360° vision allows brands to understand the real impact of their collections in order to reduce it.**

**Fairly Made® allows brands to identify action levers in order to efficiently start an eco-design approach and communicate transparently to consumers.**



# THE SOLUTION: FAIRLY MADE® IMPACT

*A SaaS platform allowing brands to measure the impact of their products.*

360° view on the  
impact of your  
products

TRACEABILITY



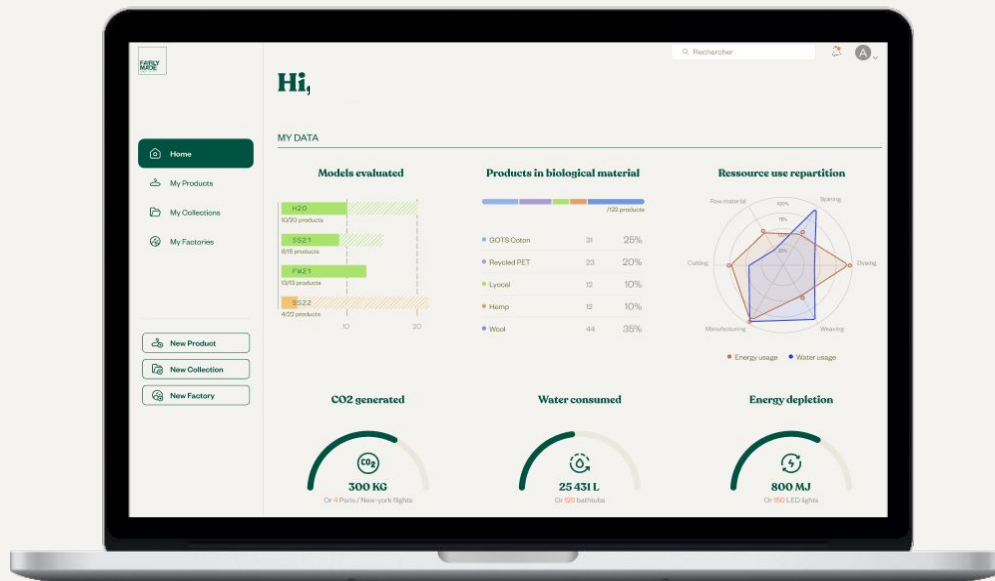
ENVIRONMENT



SOCIAL ISSUES



RECYCLABILITY



\* Get **numerical indicators**

\* Ensure the **level of commitment** of your suppliers

\* Give **credibility** to your initiative as a brand



# FAIRLY MADE® - PROCESS



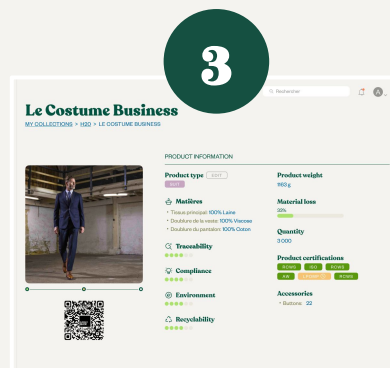
## COLLECTION OF BRAND INFORMATION

### Data collection

*Contacting your suppliers, manufacturing factories, transporters, etc. to collect data specific to the products to be displayed*



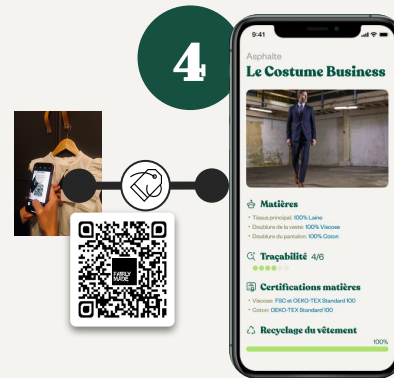
## COLLECTION OF FACTORY INFORMATION



## ENVIRONMENTAL PERFORMANCE ANALYSIS

### Performance analysis

*Life cycle assessment of your products according to ISO 14040/14044 standards*



## PRESENTATION & PUBLICATION OF RESULTS

### Sharing results

*Presentation of your studies on the platform and other presentations according to your request*

# TIMELINE



## IMPACT PROCESS



2 Weeks

1 Week

1 Week

1 Week

2 Weeks

## COMMUNICATION PROCESS


 Communication teams meeting  
**Communication Kit presentation**

 Meeting **Store Manager, retail network**

 **Press release**

**Newsletter, POS advertising**

 **Feedback**

 **Internal training**

 **Video, influence campaign**

## MAKING THE FAIRLY MADE® RESULTS AVAILABLE

Product  
sheet  
accessible  
through a  
QR code





## WHY COMMUNICATING



It's all about asserting your **social and environmental commitments**!

Whether it is to your **customers** or to your **stakeholders**, explaining your actions is essential.

The launch on your **website** and your **social networks** are the highlights of your collaboration.

The use of **storytelling** and **key figures** that stand out in your report can be a good way to attract the attention of your community.

**The goal:** to make an impact and give your initiative real exposure!

Demonstrate your efforts to your **customers** and **be transparent**:

QR codes and widgets tell the story of  
your products

Retain your existing customers

Meet the expectations of new  
customers

## WHICH NEWS?

### AGEC Law

Anti-waste law for a circular economy, which serves as an extension to article L. 541-10-1 of the environment code and addresses "the prevention and management of waste". Several aspects are covered: from **greenwashing** to **recyclability**, the **fundamental issues** are finally inserted in a well-defined **legislative framework**.



[Access article](#)

### Environmental labeling

A measure that includes a visual representation appearing on any type of medium used for **communication** with the **end customer**. It indicates the **environmental impact** of a product in the form of a score or a letter between A and E, **mandatory from January 2024**.



[Access article](#)

### PEF

The Product Environmental Footprint is based on the **Life Cycle Assessment (LCA)** method and allows to study the impact of a product on 19 criteria such as climate change, use of fossil resources for energy, use of natural resources, dangers on human health, etc.



[Access article](#)

## TELEVISION

Speaking via this type of powerful media is an opportunity to expose your actions to a **massive audience** and to position yourself as a **true player of change!**



Jean Loez – Production & sourcing director at Maje  
Appearance on "Le 20h" of TF1

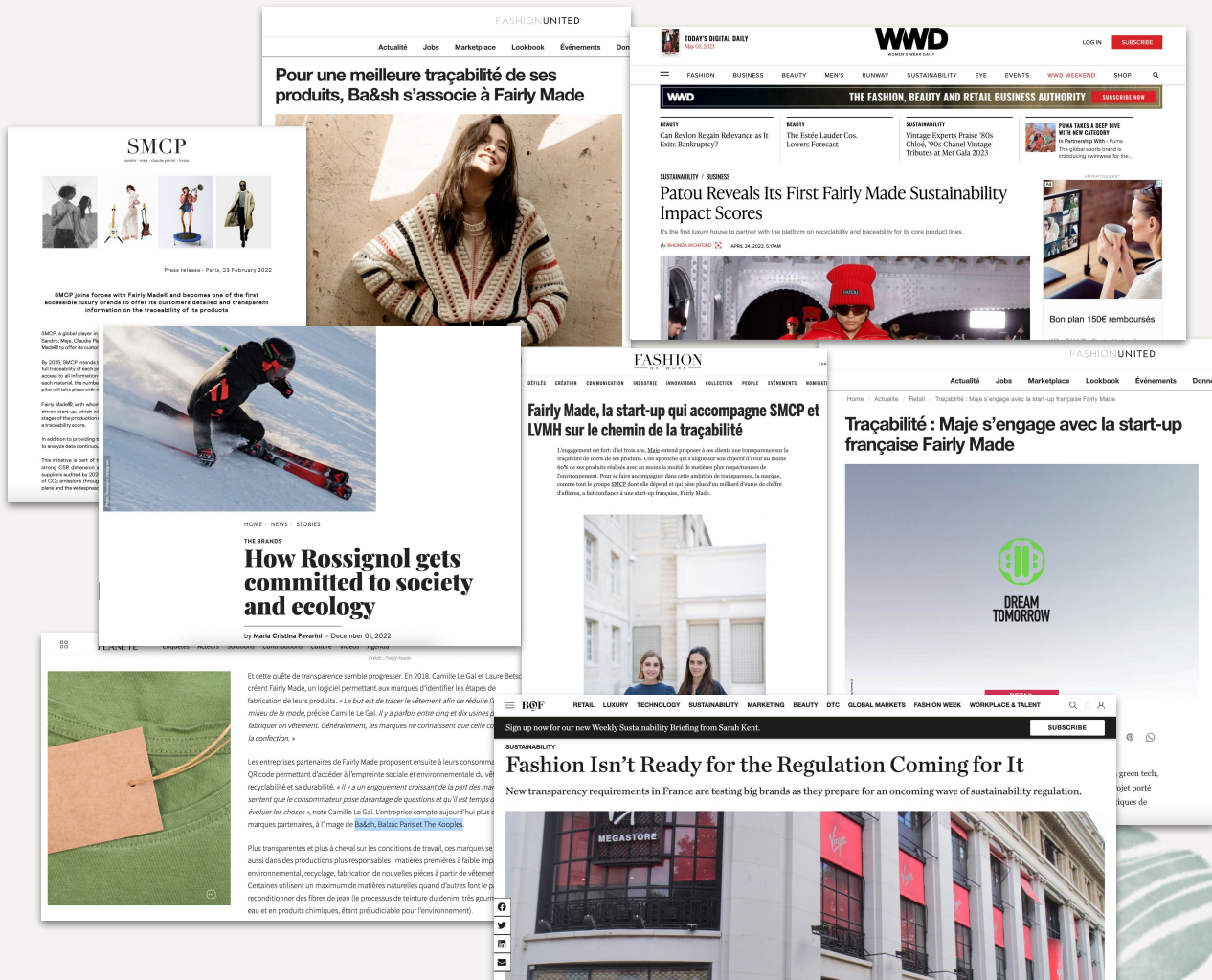
Asphalte on Public Sénat



# PRESS

The **press release** is central to this launch strategy. To have a consistent resonance, it can be completed by a press briefing to **present the results**.

We can broadcast it on **LinkedIn** or to a **list of journalists** specialized in fashion and environment.



# INSTAGRAM

The launch on **Instagram** is one of the **highlights** of your collaboration with us. Using the key figures that emerge from your results can be a great way to get **your community's attention**.

The goal of the operation is not to become faultless in every way, but to communicate openly about taking into account the **impact** of the company and the **actions** taken to improve it.

→ **This allows you to leave your mark and give your initiative a real impact**



# INFLUENCE

**Communication via influencers** is an excellent strategy to tell the story of your initiative and make it known to as many people as possible.

Influence is a way to **increase your notoriety**. By using influencers close to their community, you also benefit from their **trust** and popularity.

Influencers have a **credibility** and a real influence on their ecosystem, which can help you communicate to your target.

## Maje x Fairly Made Campaign



## Discovery stay





## LINKEDIN

LinkedIn is the ideal tool to **present your efforts to your professional network** and make progress in your **transparency process.**



Assuming with sincerity.

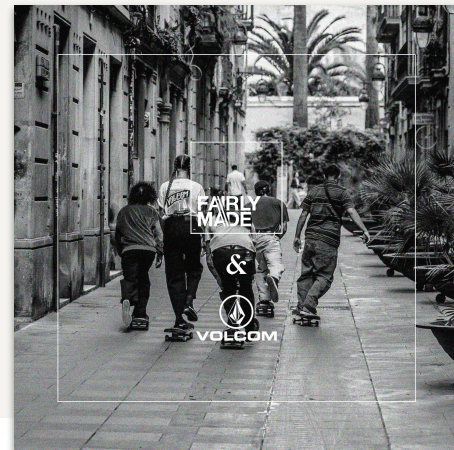
Founded by Jean Touitou in 1987, **A.P.C.** is a French clothing brand now celebrated for its creativity, sincerity and philosophy, imbued with humanity.

🌱 Today, it is with the desire to continue to evolve with authenticity, that they have chosen us to take their CSR strategy to a whole new level.

👉 Soon you will find the story of your favourite A.P.C. products, available in shop and online!

Many thanks to the team for their trust, Camille Mauffroy-Touitou, **Ronan Laigle**, **Fabrice HENNERON**, **Noémie Flajolet**, **Madeleine Faure**, **Dylan Zereni**

If you too would like to adopt our solution to be part of the change, contact us here 📧 <https://lnkd.in/eGicAYCM>



In perpetual search of elevation...

**VOLCOM** and **FAIRLY MADE** meet.

It was as part of their **#CSR** project 🌱 that they turned to us and our comprehensive solution that meets the requirements of upcoming **#legislation**.

This collaboration was born from the same vision: to transform obstacles into opportunities. 🍌

A big thank you 🙌 to the teams **guillaume dartenuc**, **Noémie Wigenhauser**, **Matthieu GALTIE**, **Fabrice Delas**, **Marie-Aurélien Cazaux**, **Antoine Lanusse**, **Madeleine Faure**, **Pierre Diénot**, **Dylan Zereni**

If you too would like to seize this opportunity and turn it into an asset, contact us 📧 <https://lnkd.in/dpp7P7I7>



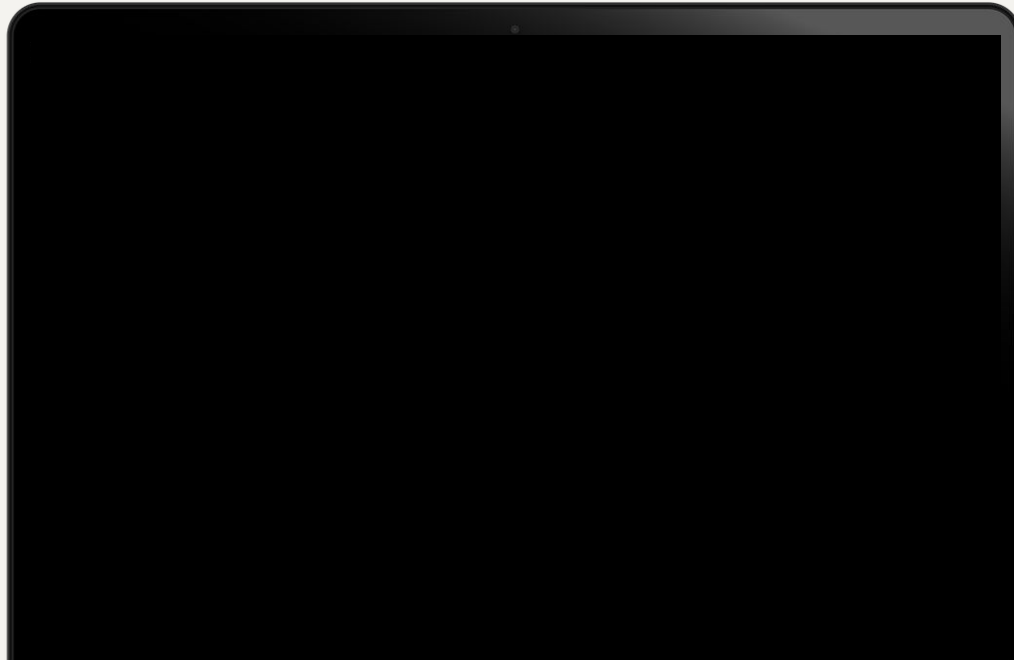
## CASE STUDY

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We would love the opportunity to **feature our collaboration** on our site. The Fairly Made® “**Case Study**” is a great way for your brand to showcase your experience and serve as a true example!



Asphalte



## EVENTS

We organize **different types of events** that allow you to gain visibility, such as our Green Morning, webinars, exhibitions or meetups at La Caserne.

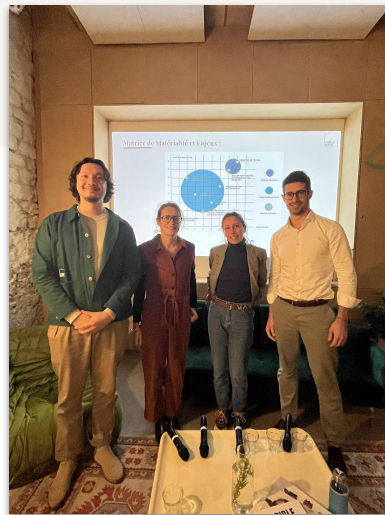
These are perfect moments to **showcase your expertise** and the actions you are implementing to a qualified audience that evolves within the fashion industry.



*Green Morning live and  
webinaire with ba&sh and  
Centric*

### Become an ambassador!

Attend our events and be a speaker on relevant topics.

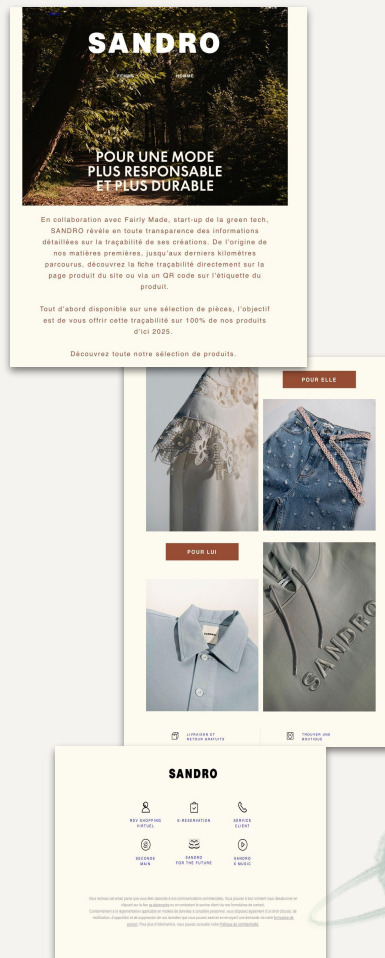


*Meetup with Balzac and Ethiwork*



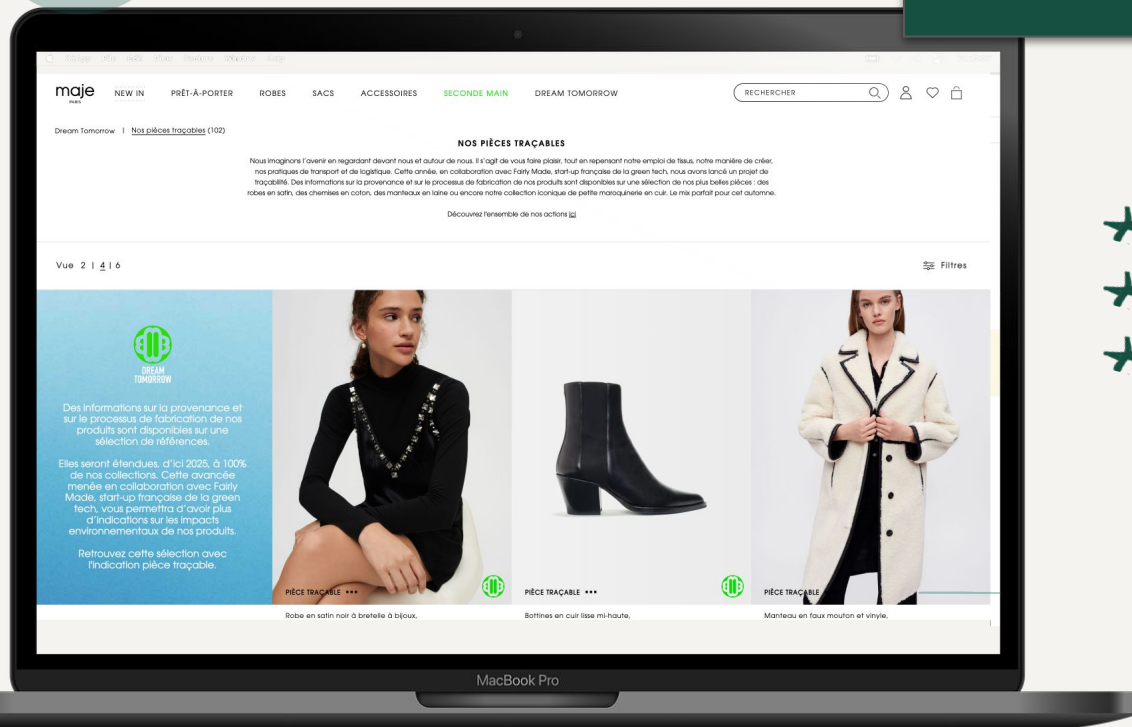
**NEW**

- ★ Offer up-to-date content with high added value
- ★ Stay on top of the news
- ★ Generate qualified traffic
- ★ Image: broaden readers' vision of your company



# WEB COMMUNICATION

Maje



- ★ Blog article
- ★ Video
- ★ White paper, report, e-book

# CONTENT

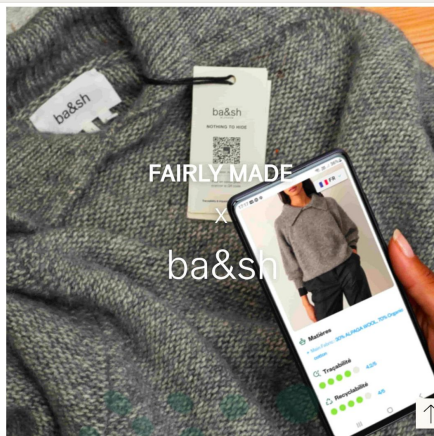
ba&sh

## Fairly Made x ba&sh

Nous poursuivons notre engagement initié en 2020 d'atteindre un niveau de traçabilité élevé dans nos chaînes d'approvisionnement et d'apporter toujours plus de transparence sur nos produits à nos clients. Nous nous sommes ainsi associés au printemps 2022 à une solution de traçabilité et de mesure d'impact des produits, appelée Fairly Made.

Fairly Made x ba&sh, c'est : 30 produits sur la collection Hiver 2022, 100 produits sur l'Ete 2023 et 300 sur l'Hiver 2023.

Note de traçabilité, note de recyclabilité, focus matières, parcours de vie des produits, calcul des km parcourus et mesure de 3 indicateurs significatifs à l'échelle des produits : empreinte carbone, eutrophisation des eaux douces et consommation d'énergies.



Etam

Et parce que nous désirons nous améliorer, nous déployons actuellement un outil de traçabilité qui permet de collecter de manière rapide et complète un maximum d'informations sur nos produits. L'objectif ? Une traçabilité complète de notre chaîne de valeur à horizon 2025.

### LES COULISSES DE 3 DE NOS USINES PARTENAIRES

Ces vidéos sont accessibles en magasin en scannant le QR code présent sur l'étiquette ou directement sur etam.com via la page produit



BELAMY TEXTILES LTD.  
Chittagong, Bangladesh



TIMAX BRASSIERE CO., LTD.  
Shenzhen, China



MEDIMAN  
keliba, Tunisia

ET DEMAIN ? Objectif fin 2021 : 100% de nos produits dévoileront leurs coulisses de fabrication.

Chapitre 2.

## 2. DES PRODUITS TRANSPARENTS : C'EST PLUS CLAIR ?

Mais d'où viennent les produits ? C'est précisément pour répondre à cette question que nous avons lancé en octobre 2020 l'initiative Transparence. Ce projet porte notre ambition de faire découvrir les lieux de fabrication de nos modèles de lingerie. Une démarche inédite et une première dans l'industrie textile !

### Comme si vous y étiez

L'idée ? Proposer à nos client.e.s. une immersion au cœur de nos manufactures partenaires, pour découvrir sans filtre et en toute transparence, les coulisses des usines de confection.

Concrètement : En magasin, les produits sont dotés d'un QR code qui donne accès aux informations de l'usine où ils sont produits.

Sur etam.com, chaque page produit est dotée d'une courte vidéo qui expose sans filtre l'usine qui les a confectionnés.



Aujourd'hui plus de 80% de nos produits lingerie sont couverts par le projet Transparence. Et à fin 2021, 100% de nos produits dévoileront les informations de la manufacture où ils ont été produits.



### Wording

- Transparency
- Immersion in the heart of the factories
- External audits
- Audited partners
- International social standards
- QR code
- Information from factories
- Traceability tool

IN STORES

PLV



Hangtag

