

unis ∞ vers

le beau responsable



PRINTEMPS

PRINTEMPS UNVEILS ITS LABEL: “UNIS VERS LE BEAU RESPONSABLE”

(UNITED FOR SUSTAINABLE BEAUTY)

PRINTEMPS AND ITS REVOLUTIONS

“At Printemps, everything is new, fresh and beautiful...” It was not by chance that Jules Jaluzot chose Printemps, the French word for Spring, for of the “Au Printemps” label he founded in November 1865. The symbol of warm days and renewal, it marks a break away from the era in which brands displayed the name of their creator, their address, or references to their price positioning. From the outset, Jules Jaluzot's department store was in a constant state of reinvention.



CONSTANTLY INNOVATING

A comprehensive range, entry with no obligation to buy, fixed prices, flawless quality, the invention of sales as early as 1866, technological innovations such as the installation of electric lighting in 1883 when it was not yet available in any public building in Paris, and the first lifts installed in a shop... Jules Jaluzot was a visionary who instilled in Printemps a pioneering spirit and his ability to capture the spirit of the times in order to facilitate his customers' lives, a spirit that still lives on at Printemps.

PAVING THE WAY

Higher rates of pay than elsewhere, guaranteeing decent living conditions, investment in training and - a revolutionary idea in the late 19th century - equal pay for men and women... The roots of what we now know as a CSR policy were present from the earliest days of Printemps. This commitment is in the company's very essence. And each generation has added to this heritage by exploring new issues such as French-made products, which were highlighted in the 1980s with the Défi Français, when the subject was confidential.

ALLOWING GOOD IDEAS TO FLOURISH

Printemps moves with the times. In 2017 the company decided to tackle some new challenges, those related to the preservation of the planet and its inhabitants, by launching 34 transformation projects focused on three priorities:

- to be a responsible group,
- a caring employer,
- and an inspiring trendsetter.

Its aim was to inspire all lovers of beauty - customers, visitors, employees, partners - by creating unique, positive and sustainable experiences. This approach has now been taken a step further with :

- the launch in 2021 of the “UNIS VERS LE BEAU RESPONSABLE” label which highlights ethical brands through a rigorous collaborative approach,
- the inauguration of the largest space reserved for circularity with a unique vintage range, and the creation of a new service dedicated to second-hand goods.



FOSTERING ETHICAL COLLECTIVE INITIATIVES

The world is changing and it is up to major players such as Printemps to be facilitators and catalysts of change. Printemps has always embraced changes in society, integrating them into its development and popularising them. Now, by making a strong and unique commitment to circularity, Printemps is continuing its efforts by promoting the positive sustainable initiatives of brands and responsible citizens.

HEADING IN THE SAME DIRECTION WITH THE “UNIS VERS LE BEAU RESPONSABLE” LABEL

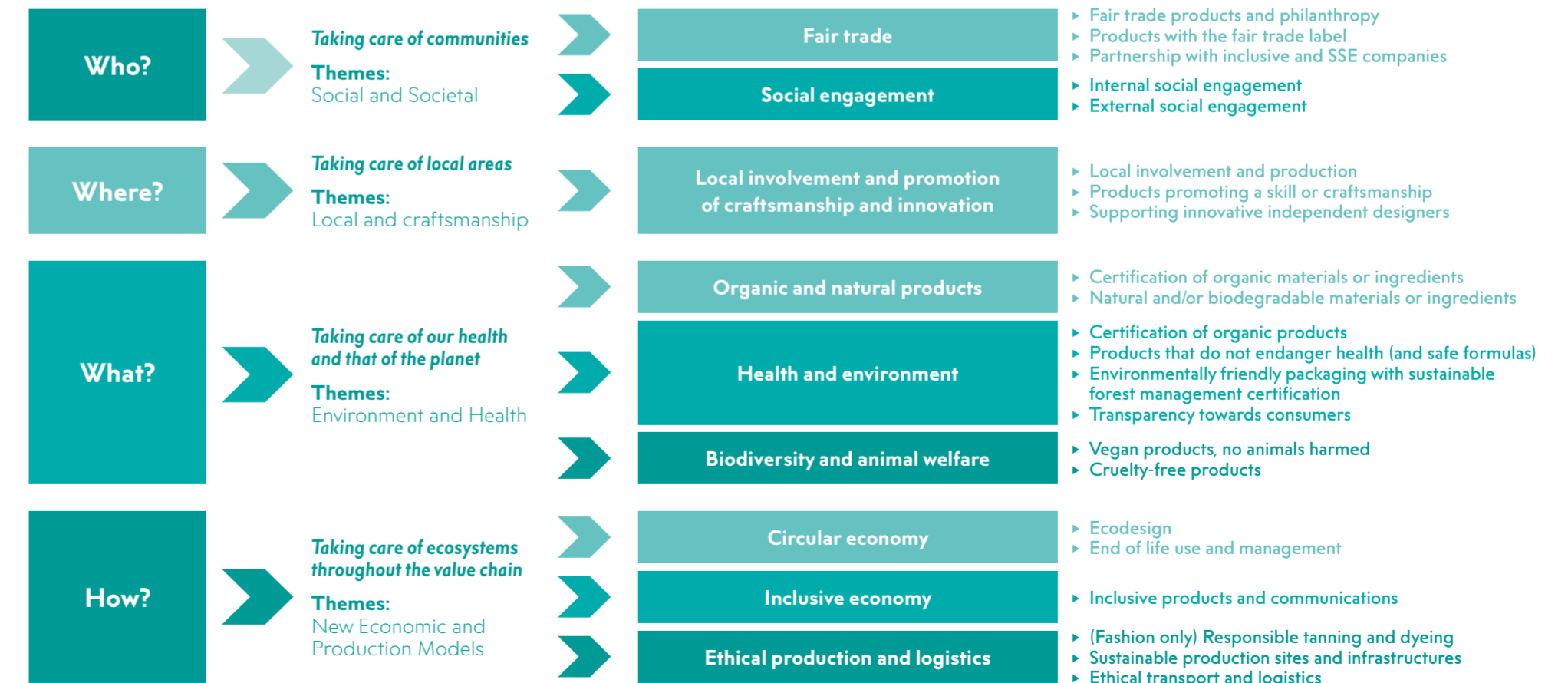
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By creating “UNIS VERS LE BEAU RESPONSABLE” (United for sustainable beauty), Printemps is enabling brands that have adopted an ethical approach to assess their profile and the impact of their sustainability initiatives.

Structured around 9 themes ranging from sustainable sourcing to responsible logistics, the promotion of an inclusive and circular economy, and innovation, the “Unis vers le beau responsable” label requires brands to meet 22 comprehensive criteria.

This frame of reference, defined jointly with the **Imagin'able** Agency specialised in sustainable innovation, and a committee of experts and key brands, is intended as a real catalyst for change in everyday life.

This is a living, evolving label requiring brands to combine initiatives in order to achieve a minimum score of 30 out of 100.





SETTING OUT OUR COMMITMENTS WITH THE MANIFESTO

To showcase this joint effort in motion, Printemps is promoting the brands that have been awarded the label throughout its network, updating these proposals as new entries are received.

From September 2021, these brands committed to environmental responsibility can be found on all floors of Printemps, as well as in the window displays.

To clarify its approach, Printemps has drafted a Manifesto which is available to visitors and outlines the four founding principles of this initiative:

- a human focus, thanks to the social and solidarity initiatives throughout the production chain
- an ethical focus, through craftsmanship and local production
- a focus on nature, via renewable and ethical raw materials
- a focus on the circular and sustainable economy through upcycling and second-hand products.

As the leader of this "tribe" working tirelessly to improve its social and environmental practices, Printemps will promote the best initiatives beyond this first phase so that every consumer can make informed purchases.



"Printemps' goal with its 'Unis vers le beau responsable' label is to co-design with brands that are committed to providing consumers with an increasingly wide range of ethical products. This approach was designed to catalyse environmentally friendly initiatives and enable all those involved in the fashion, interior design and lifestyle sectors to move forward together and share best practices."

— Stéphane Roth,
Marketing and Communications Director
of the Printemps group.

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THE MANIFESTO

The "Unis vers le Beau Responsable" label federates a community of over 500 committed brands in all sectors (Fashion, Accessories, Beauty, Home...). The label was created in partnership with brands recognized for their commitment and independent experts. Brands with the "Unis vers le Beau Responsable" label are selected on the basis of demanding social and environmental criteria, taking into account the entire product life cycle: creation and sourcing, manufacturing, distribution, use and care, and end-of-life. It enables us to identify products that promote :

human beings

thanks to the social and solidarity initiatives
throughout the production chain

ethics

through craftsmanship
and local production

nature

via renewable
and ethical raw materials

the circular and sustainable economy

through upcycling
and second-hand products

A virtuous chain between you, us and our partners, our label "Unis vers le beau responsable" stems from Printemps' commitment to society and its role as a catalyst for emotions and encounters that enrich and change you.

ABOUT PRINTEMPS

FOUNDED IN 1865 BY JULES JALUZOT,
PRINTEMPS IS ONE OF THE TOP FRENCH NAMES IN FASHION,
LUXURY AND BEAUTY WITH 19 DEPARTMENT STORES IN FRANCE.
WITH OVER 2,500 BRANDS AND A TOTAL SURFACE AREA OF 180 000 M2,
PRINTEMPS WELCOME 60 MILLION VISITORS TO ITS STORES ANNUALLY,
OVER 20 MILLION OF WHOM VISIT PRINTEMPS HAUSSMANN.
PRINTEMPS BOASTS AN EXCEPTIONAL CULTURAL AND ARTISTIC HISTORY,
AND ITS FLAGSHIP ON BOULEVARD HAUSSMANN
IS THE BEST KNOWN REPRESENTATION OF THIS HERITAGE.
THE SIGNATURE STORE IS A LISTED BUILDING,
AND HAS CELEBRATED ITS 150TH ANNIVERSARY IN 2015.

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