Galeries Lafayette launch 'Fashion Integrity' capsule collection

By Anaïs Lerévérend - July 28, 2016

On 24th August, Paris department store Galeries Lafayette will launch a mini-line called 'Fashion Integrity'. It is part of the Galeries Lafayette's own brand, and currently only consists of five womenswear items, but it is a start. The underlying principles are manufacturing accountability and the notion of traceability, informing buyers on the products' various manufacturing steps.

For the time being, the idea applies to five jersey garments only: a skirt and four models of tee-shirts and tops, on sale for between €22 and €44. Their labels will indicate the biological cotton's provenance (BioRe India or BioRe Tanzania), the spinning workshop (Eurotex, from Kholapur, India) and finally the textile manufacturer responsible for the knitting, dyeing and assembly (Utenos Trikotazas in Lithuania). The labels also indicate the transportation modes up to the warehouse (boat and truck), and advise consumers to recycle the items at the end of their useful life.

It will also be possible to scan each label's QR code to obtain further details about these various stages for all of the garments. The mini-line will be available at sixty retail outlets, including the Galeries Lafayette e-shop, all its department stores in France and the one in Berlin, and also at the BHV Marais department store in Paris.
The project was born after an ‘innovation challenge’ among the department store’s employees, and is set to last. New products are already in the pipeline, with the development teams focusing on other fabrics besides biological cotton, such as wool and linen.

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