



IN PARTNERSHIP WITH



CITY CASE STUDY

COUNTRY	CITY	GLOBAL EMISSIONS FROM THE TEXTILE SECTOR	MEMBERS IN 2021
FRANCE	PARIS	2.1 GtCO ₂ IN 2018	100

Paris Good Fashion, making Paris the capital of sustainable fashion

Sustainable fashion is a relatively recent concept. Apart from a few pioneering brands such as [Eileen Fisher](#), created in the United States in 1984, the notion only appeared in the early 2000s. Initially confined to the margins, with a few designers particularly in Scandinavian countries, the sustainable fashion movement began to be structured from 2009 onwards in Copenhagen with the [Fashion Summit](#) and the support of the Ellen MacArthur Foundation, both united by the McKinsey company. In 2013, the collapse of the Rana Plaza factory in Bangladesh, which resulted in the death of 1,127 employees, acted as a catalyst for awareness.

Awareness accelerated by the consumer

The shift did not take place until 2019, and was primarily driven by consumer pressure. In China, consumers are increasingly demanding transparency about the origin, materials and manufacturing conditions. In France, [the AGEC law](#) is accelerating the emergence of circular economy players and launching the first efforts on environmental labelling, and Europe is preparing its [textiles strategy](#). Finally, new requirements are also emerging from investors and investment funds. Thus, in a few months, what was still considered a "marginal" subject by companies, has become a priority and transversal, penetrating all the departments of companies in the sector.

The association [Paris Good Fashion](#) was founded in January 2019 under the impetus of the City of Paris, but is completely independent of it. About ten founding members are thus involved: Eyes On Talents, the Federation of Haute Couture & Fashion, Galeries Lafayette, the French Fashion Institute, LVMH, NFP, the Sidièse agency, in connection with the Ellen MacArthur Foundation.

As of 2021, PGF gathers 100 members, from Chanel to Chaussettes Orphelines, from the Eram group to Vestiaire Collective, as well as institutions, schools, tech start-ups, affiliated associations, partners, small and medium-sized enterprises and microenterprises, all committed to a common ambition: to accelerate the environmental and

social transition of fashion and textiles.

Sharing and caring: A dynamic network to share experiences and co-construct solutions

PGF is at the same time an ecosystem where everyone can meet and share their problems, a showcase to promote the numerous sustainable fashion initiatives in the "fashion capital", and finally, a laboratory of concrete solutions. Ten or so working groups, based on the voluntary participation of members, have been formed to address the problems at their source and to collectively find concrete solutions: mapping the sustainable fashion actors in Paris and the Ile-de-France region, guiding young brands in sustainable development, supporting the reindustrialisation of the wool industry in France, developing tools to ensure that fashion events (fashion shows, fairs, presentations, etc.) adopt sustainable processes, organising a citizen consultation to involve 107,000 participants in defining the priorities of the transition, etc.

PGF's approach is based on co-construction, respect for the points of view of all members (from LVMH to Who's Next, each one holds a part of the solution), the desire to share and the requirement to identify and implement concrete solutions. PGF relies on collective intelligence to face the challenge of global warming and the social destabilization it brings with the rise of inequalities.

From recycling to reuse, to the replacement of plastic hangers and polybags, to reusable packages, PGF has multiple projects to amplify the movement and create a systemic change. The association is making its work and resources available to propose to other cities and other fashion actors in Europe and elsewhere, to duplicate or be inspired by good practices.

GHG EMISSIONS FROM THE PRODUCTION AND USE OF CLOTHING AND FOOTWEAR IN 2018

Source: [Global Fashion Agenda](#)

