

Press Release – 25 October 2019

Auchan Retail joins the Fashion Pact and sells its first eco-friendly InExtenso clothing line

Auchan Retail signs the Fashion Pact

FASHION PACT

On 24 October, Auchan Retail signed the Fashion Pact and thereby joined the global coalition of 56 companies in the fashion and clothing sector committed to a common core of major environmental objectives focused on three areas: mitigating climate change, restoring biodiversity and protecting the oceans. The Fashion Pact was launched at the G7 summit in Biarritz on 26 August 2019.

Launch of the first eco-friendly InExtenso clothing line, a perfect example of the challenges raised by the Fashion Pact

InExtenso, Auchan's textile brand, makes sustainable fashion accessible to any family thanks to its new eco-friendly jeans collection. Consisting of 6 models (men, women, children and babies), available since September 2019 in 7 countries at competitive prices (19,99€ adult jeans, 12,99€ kids jeans and 9,99€ baby jeans for France), this collection carries the responsible commitments of the brand around:

- **preservation of water**
- **« zero waste » and reduce use of plastic**
- **and recycling**

With this collection, the entire manufacturing process has been revised to integrate **20 % recycled cotton for the entire range** (Up to 30 % recycled polyester for girl product), **save 40 % water and consume less energy.**



Most of the products are raw blue **to avoid** washing and **consumption of water**, the other part is faded with ozone and laser. The accessories (buttons, rivets and zip) carry a metal coloring **without substance that is harmful to the environment** and using less water. The zip braids are made of **recycled polyester** and the jacrons are created from falling denim. The bottom pockets are made of **organic cotton** while the brand and price tags are **FSC labeled paper** with indications to maintain your jeans and keep it longer. The hangers used in stores are made of **cardboard** to **reduce the use of plastic**.

Dynamic eco-design techniques that take account of the products' impact on the planet have been fully applied to the jeans and the way in which they are marketed in store, which is wholly consistent with the initiative implemented by the signatories to the Fashion Pact.



green
INEXTENSO

Sustainability at Auchan Retail

Auchan Retail takes changing the lives of its customers and employees to heart by being a responsible retailer, militant of what's good, healthy and local. Every day, in 12 countries, the 334,600 employees of Auchan Retail, in collaboration with the company's ecosystems, act to contribute to the well-being of everyone.

Together, they meet today's and tomorrow's challenges in :

- Healthier food consumption,
- Responsible offer,
- Fight against global warming,
- Protection of biodiversity,
- Encouragement of the circular economy,
- Solidarity and social inclusion,

In terms of supply, Auchan Retail has initiated a profound transformation of its food and non-food ranges to offer a wide variety of products that contribute to health and preserve biodiversity and resources.

Regarding food, 400 responsible food supply partnerships were built, Auchan has reworked 100% of its own brand products to eliminate controversial substance. Auchan also offers one of the widest organic range of all retailers.

Our non-food brands, such as Inextenso (fashion), Cosmia (beauty care) and Qilive (technological products) are also committed to an eco-friendly offer!

About Auchan Retail

Present in 15 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, drive outlets and e-commerce) with 2,405 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a phygital shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Next-generation retailers, campaigners for good, healthy and local products, Auchan Retail's employees work responsibly with customers, farmers and suppliers so that everyone can improve their quality of life by eating better.

www.auchan-retail.com

Press contacts:

Auchan Retail: Marie Vanoye – mvanoye@auchan.com - +33 7 64 49 78 06

Presse & Cie: Véronique Rétaux • vretaux@presse-cie.com - +33 6 30 07 93 35