



# BRINGING BEAUTY TO FAMILY LIFE

# MISSION

## WHAT?

Create and distribute an inspiring and responsible lifestyle offer all over the world

## WHY ?

Bringing Beauty to family life

## HOW?

Being the preferred lifestyle platform for families





# LA REDOUTE'S WEBSITE

4<sup>th</sup>  
e-commerce  
site in Home

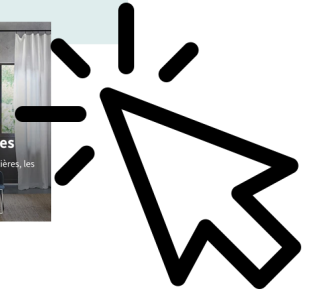
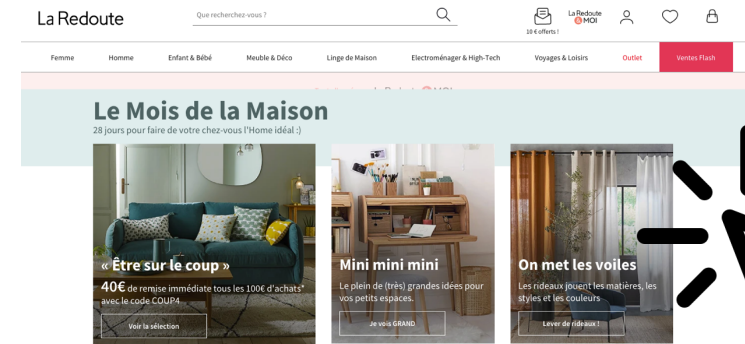
\*in number of customers in  
France

3<sup>rd</sup>  
e-commerce  
site in  
Fashion

\*in number of customers in  
France

7<sup>th</sup>  
e-commerce  
site

\*turnover in France



Sources Fevad / Médiamétrie / Netratings 2019

# A PHYGITAL CUSTOMER EXPERIENCE



La Redoute



**0% OF UNSOLD  
STOCKS  
DISCARDED OR  
DESTROYED  
(OUTLET OR  
DONATION)**



# CSR AMBITIONS FOR 2025-2030



\*Responsible products : sustainable raw materials, health protection, local production, eco-conception



# La Redoute

♦ COLLECTIONS ♦

LIFESTYLE & SUSTAINABLE OFFER

**38%**  
OF THE AW20 COLLECTION  
IS GO FOR GOOD  
(SUSTAINABLE PRODUCTS)

- 10% of organic cotton references
- 24% of references are certified Oeko-Tex
- 50% of the children's collection is Go For Good





**43%**  
OF THE AW20 COLLECTION  
IS GO FOR GOOD (SUSTAINABLE PRODUCTS)

**27%** MADE IN EUROPE

- **80%** of home linen is certified Oeko-Tex
- **25%** of organic cotton child bed linen
- **Made in France:**
  - **75%** of sofas
  - **100% of beds**



# 27%

OF AW20 COLLECTION IS GO FOR GOOD  
(SUSTAINABLE PRODUCTS)

## 29% MADE IN EUROPE



- 44% of linen is made of organic cotton
- 100% of organic cotton child bed linen
- 90% of Made in France sofas
- 55% of linen is certified Oeko-Tex

# COMMUNICATION – 3 PILLARS

**MAKE AWARE  
OF ECOLOGICAL  
CHALLENGES  
FOR APPAREL &  
HOME**

**MAKE VISIBLE  
SUSTAINABLE  
OFFER**

**PROMOTE  
SUSTAINABLE  
OFFER**





THANK YOU !