

# A.P.C.

CSR REPORT/  
SEPTEMBER 2024





**THIS SUMMARY AIMS TO TAKE STOCK OF OUR SOCIAL, ENVIRONMENTAL AND SOCIETAL IMPACT, OUR OBJECTIVES, AND THE ACTIONS AND POLICIES THAT HAVE BEEN IMPLEMENTED TO ACHIEVE THEM.**







# INTRODUCTION

CSR (Corporate Social Responsibility) has been in A.P.C.'s DNA from the very start. The brand has always prioritized natural materials, designed and distributed sustainable and timeless clothing and fashion accessories, avoided waste and refused to destroy its stocks. Through its various initiatives (tote bags, Butlers, quilts, second-hand, etc.), and with the special attention that it gives to its teams and the quality of its relationships with suppliers, A.P.C. has proven its commitment, which it now reinforces.

Aware that the textile industry is not the most exemplary when it comes to sustainable development, A.P.C. has strengthened its CSR policy -

## I. SOCIAL

Special attention given to the teams and inclusion of a maximum of suppliers in this movement to guide them towards practices that are more respectful of the environment and their employees.

## II. ENVIRONMENTAL

Improvement of the environmental impact of its clothing and accessories, increased traceability throughout its value chain and reduction of greenhouse gas (GHG) emissions.

## II. SOCIETAL

Sponsorship of the "Priority Education Conventions" [CEP] program at Sciences Po Paris, the GoodPlanet foundation and the Public Establishment of the Parc and Grande Halle de la Villette (EPPGHV).



# A.P.C.

KEY FIGURES /

**1987**

Creation by Jean Touitou

**Over 100M**

In sales in 2023

**Over 700**

Salaried employees in 15 countries

**3 continents**

Europe, North America (U.S.) and Asia





# A.P.C.

## KEY DATES /

**1987**

Creation of A.P.C.

**1992**

Opening of the 1st  
A.P.C. Surplus store

**2008**

Launch of the Butler  
program

**2011**

1st limited series  
of quilts with Jessica  
Ogden, made from  
leftover fabric

**2018**

Launch of the online  
Surplus store

**2019**

Recycling bins in the  
offices and replacement  
of coffee capsule  
machines with grind-  
and-brew coffee makers

**2020**

Collaboration with Sakina  
M'Sa to upcycle leftover  
unsold stock from the  
first lockdown. Initiation  
of the sponsorship of  
the "Priority Education  
Conventions" [CEP]  
program at Sciences  
Po Paris

**2021**

Replacement of kraft  
paper bags with a  
reusable and recyclable  
tote bag made of  
recycled PET

**2022**

Opening of the A.P.C.  
Vintage store in Paris,  
with an exclusive offer  
of second-hand A.P.C.  
products

**2023**

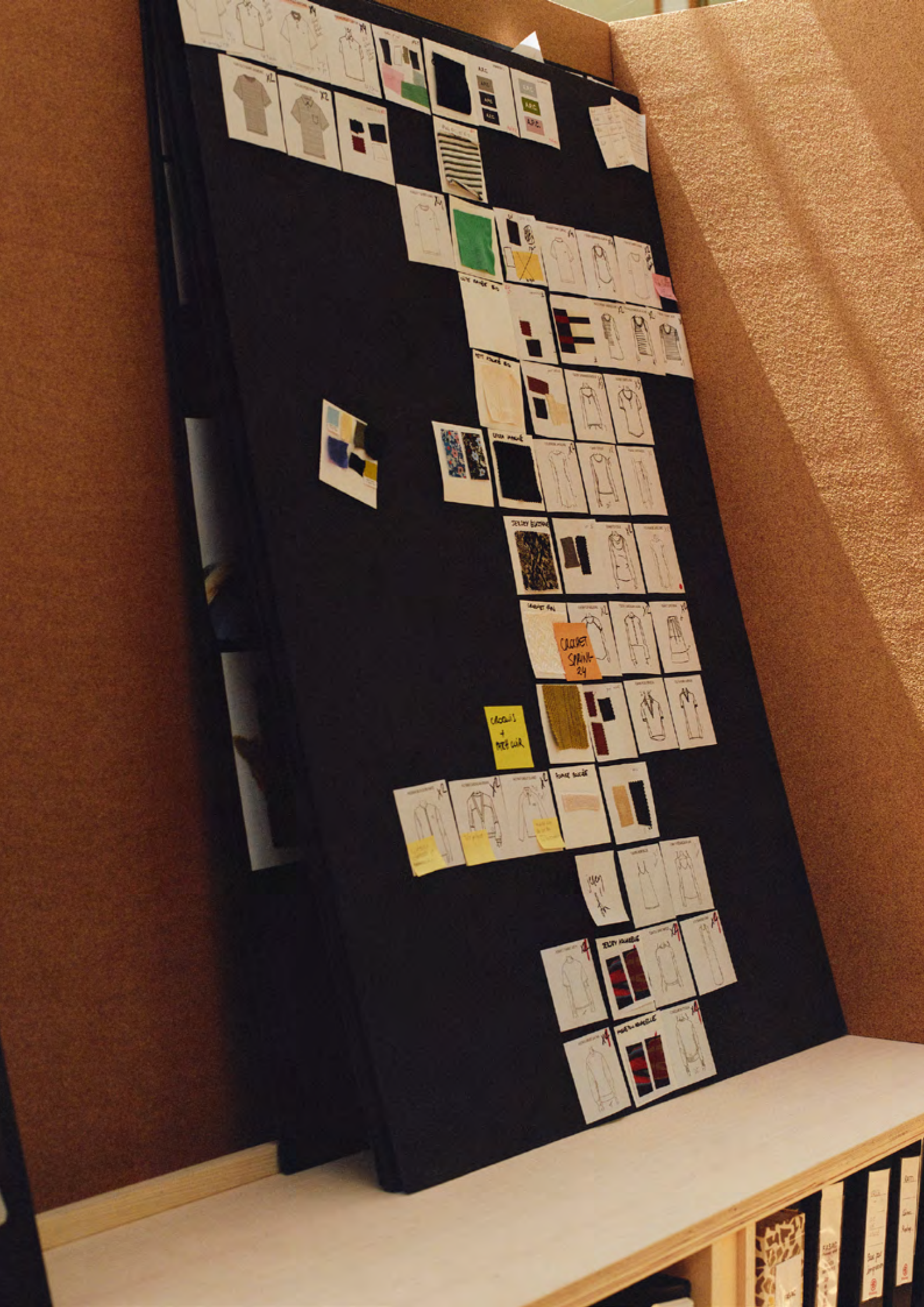
GOTS certificate granted  
by Ecocert GreenLife  
(License No. 214416).

**2024**

Launch of a cosmetics line  
certified Cosmos Organic  
and Made in France.  
The Vilette teams are  
dressed by A.P.C.







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# A HISTORIC COMMITMENT







## TO REUSE WHAT WE HAVE...

According to Jean Touitou, “An authentic meatball has to be prepared with old bread. I’ve always been obsessed with the idea of salvaging, and we’ve constantly taken this approach at A.P.C.”

With this in mind, we give new value to second-hand items that clients bring back to stores.\* This is how the Butler program was created in 2008: it invited clients to return their broken-in A.P.C. jeans and exchange them for a new pair at half-price. The used jeans are then marked with their former owner’s initials, washed, mended and ironed inside out. At this point, they hit the store again to begin a second life as “Butler” jeans.

Since 2022, the A.P.C. Vintage store has sold A.P.C.. clothing and accessories in perfect condition, brought in by clients in exchange for a voucher. The rest of the pieces brought back to stores are given to a network of charity shops.

[\\*to find out more, see the conditions on our website](#) ↗

## ... AND UPCYCLE LEFTOVER FABRIC

Every year since 2011, A.P.C. has teamed up with artist Jessica Ogden to make an exclusive series of quilts upcycled from former collections.



**«MY MOTHER MADE ME A LOG CABIN QUILT FROM LEFTOVER FABRIC THAT WE WERE GIVEN WHILE I WAS WORKING AT KENZO, SO THE IDEA CAME QUITE NATURALLY.»**

**- Jean Touitou**







## ... AND LIMIT CUSTOMER PACKAGING

Since 2021, A.P.C. has replaced its kraft paper bags with bags made of rPET 190T, a material made from recycled plastic bottles. For a reusable bag, it is highly resistant to wear and tear, stains and water. It is also easy to recycle at the end of its life cycle. For each bag sold, 1€ is donated to the GoodPlanet association.



**... STRONGLY  
REINFORCED  
IN RECENT  
YEARS FOR THE  
3 CSR PILLARS**







## I. SOCIAL

## A. STRONG VALUES

1.

### ATELIER

The atelier refers to the idea of a team in which each person has a role to play. At A.P.C., collaboration and smooth exchanges between people and services are fundamental values: the spirit of the collective must surpass any possible rivalries between people and services. Goodwill and compromise are a few of its fundamental values.

2.

### PRODUCTION

Fashion is an applied art that requires practical and technical know-how, as well as extreme diligence. A.P.C. is a demanding and pragmatic brand. Above all, it must deliver beautiful products at the best price, driven by a spirit of flexibility and realism.

To do so, our SME calls on a multitude of vocations (creation studio, atelier, sales service, production service, image service, merchandising service, logistics, etc.) with specific purposes that all converge on sales, manufacturing and then the delivery of the right collections at the right time and at the right price.

3.

### CREATION

A.P.C. is not the fruit of a marketing plan, but rather a creative impulse whose aim is to dress everyone, to help each person reveal their own beauty. It does so with an aesthetic approach that is both humble and determined, centred on high-quality materials and cuts.

Simplicity, decency and modesty stand out amongst the brand's aesthetic and moral values. Both instinct and people are crucial in this approach, whose authenticity is intended to reach and be felt by the end client. In short, A.P.C. is the crossroads where creative impulse meets know-how, in an ongoing quest to achieve the most pertinent balance between creativity, authenticity and good business sense.

This meeting point requires the involvement and collaboration of everyone, through behaviour that unites high standards, discussion and goodwill. Achieving this objective calls for transparent communication from one and all, ensuring the coherence and strength of the group.





## I. SOCIAL

## B. WE GIVE SPECIAL ATTENTION TO OUR TEAMS...

### 1.

#### INCLUSION AND GOODWILL

In 2023, our professional equality index between women and men was 78/100. We are proud to have a majority of women in our teams, notably in management positions.

#### ETHICS: STRICTER STANDARDS

In October 2023, in-house regulations were updated with new articles regarding the prevention of corruption, the transparency of information and the protection of whistle-blowers.

#### RETIREMENT SUPPORT

To help employees nearing retirement to better understand and plan this crucial step in their professional lives, A.P.C. offers them a training program entitled “Understanding pension plans and managing the end of your career,” in partnership with the Fertiles agency.

### 2.

#### FOCUS ON TRAINING

#### CROSS TRAINING

In addition to specific training for each department and safety training, A.P.C. has organized biannual cross-training sessions since 2021, allowing A.P.C. employees to discover the work of another service or store of their choice. These immersion days improve the flow of inter-department relationships and reinforce the cohesion of the company.

#### CSR TRAINING

In 2023, employees participated in CSR awareness-raising and training workshops, led by Pando Fashion ↗, the eco-responsible fashion consultancy that supports A.P.C. in its aim for more sustainable fashion:





- Ranking of materials integrating GHG emissions
- Eco-responsible packaging
- Life cycle analysis training to reduce the GHG emissions of the pieces
- Low-carbon energy strategy and possible levers of action at A.P.C.

Ces ateliers pédagogiques se poursuivent en 2024.

Since April 2024, all employees have had access to Calleo, a training and resource platform developed by Pando <sup>7</sup>. This tool offers content that is updated regularly (ABCs, articles, videos, podcasts, quiz, newsletters, etc.) and is available with unlimited access from a computer or smartphone.

### 3.

## OUR EMPLOYEE BENEFITS

### ACCESS TO PRODUCTS

Employees receive a 30% discount on A.P.C. products in stores. In addition, a work outfit is a benefit in kind, offered every season to all employees after a minimum of six months in the company (excluding interns).

### BENEFITS GRANTED BY THE ECONOMIC AND SOCIAL COMMITTEE

The Economic and Social Committee (ESC) promotes a dialogue between the company management and employees via their elected representatives. It helps enforce employee rights and improve employee work conditions. A.P.C.'s ESC, which meets six times a year, notably allowed for the implementation of the following benefits:

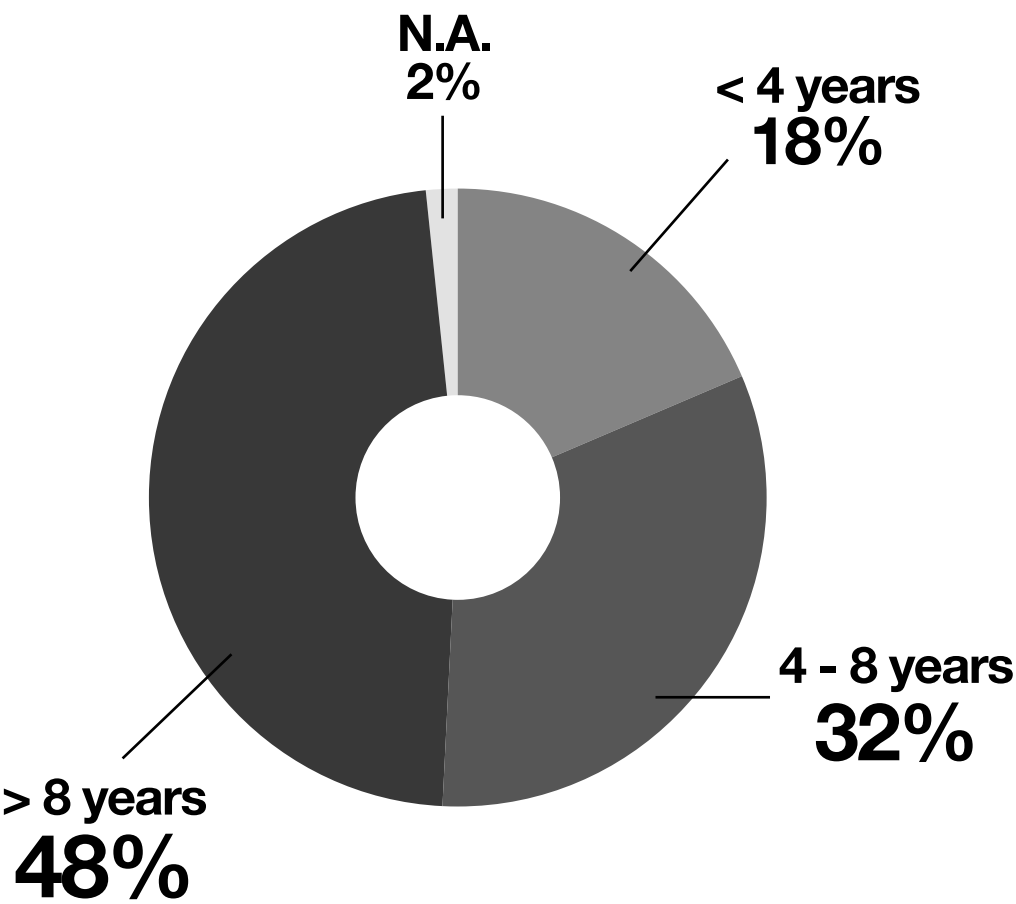
- The distribution of gift vouchers in December (at Christmas for employees and children under 16).
- A gym subscription for A.P.C. employees (full-time, part-time with minimum six-month seniority, and professional training employees) on the Gymlib mobile app.
- An online platform with discounts and promotional offers via the Edenred mobile app.



[illegible][illegible][illegible][illegible][illegible][illegible]

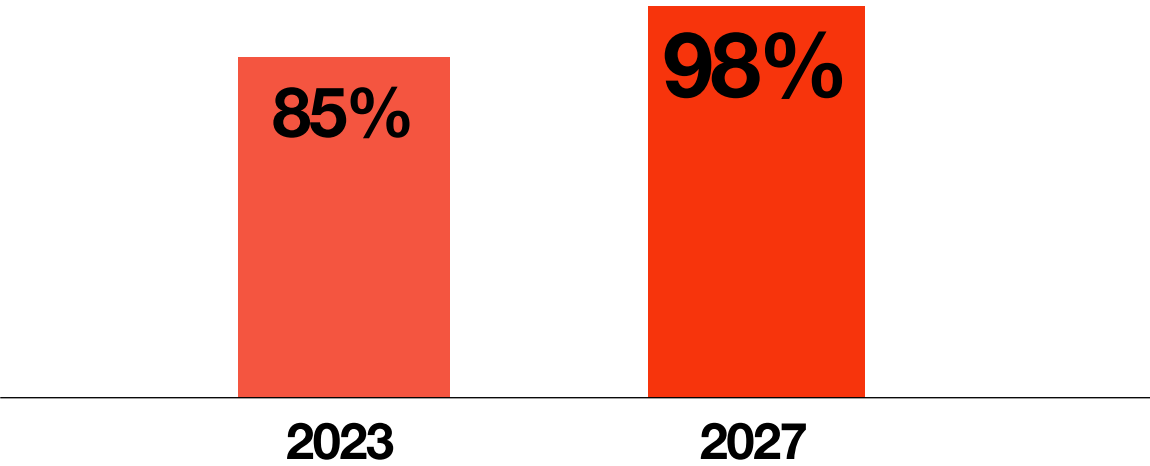


Breakdown of the duration of collaborations with our suppliers (2023 data)



% of our rank 1 suppliers, in purchase value, who are audited

A.P.C. has set an objective of obtaining 98% of direct suppliers, in purchase value, audited by 2027. In 2023, 85% of our direct suppliers were audited.



I. SOCIAL

C. ...AND OUR SUPPLIERS

1. LASTING RELATIONSHIPS WITH OUR SUPPLIERS

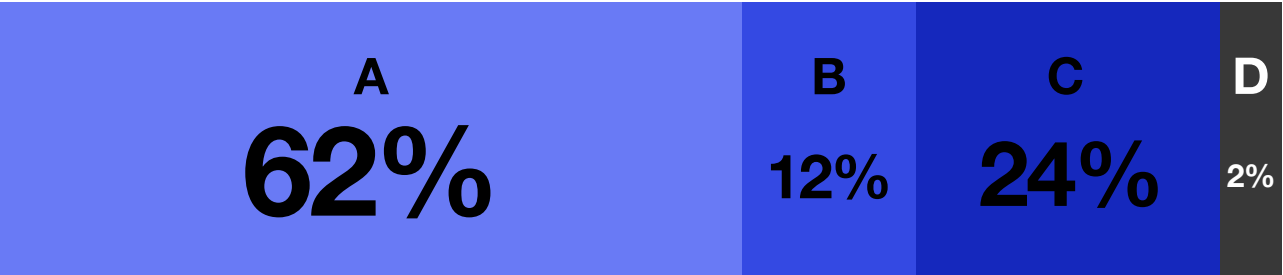
Over time, A.P.C. has built trusting relationships with its suppliers, notably by visiting their factories. We have worked with almost half of our suppliers for over eight years.

2. ... AND HIGH STANDARDS IN TERMS OF THEIR PRACTICES


In signing our Code of Conduct, our suppliers make a commitment to respect our social standards in terms of fighting against corruption and child labour, and protecting workers' rights, and workers' health and safety, in compliance with the principles and fundamental rights of the International Labour Organization (ILO). A.P.C. ensures that its direct suppliers support these practices via social and environmental audits led by independent auditors according to strict standards, such as BSCI, WCA, SMETA, ICS, GOTS and SA8000.

Audit scores obtained\*

In line with our in-house ranking grid and according to the degree of conformity to the standard used. We no longer work with suppliers who obtained the D ranking.







DESCRIPTION

- Unisex model.
- Heavyweight cotton.
- Straight cut.
- Crew neck.
- Brick red 'A.P.C. Rue Madame' embroidered over the heart.
- This garment is GOTS certified, which guarantees the organic origin of this clothing and the compliance with strict social and environmental criteria throughout the production chain.
- GOTS certified product (n°214416/EGL) - Organic Textile.
- [All about the traceability of this product.](#)

SIZE ADVICE

MATERIAL & CARE

OUR ENGAGEMENTS

CHECK AVAILABILITY IN STORES

DETAILED TRACEABILITY

Main Fabric : 100% Organic cotton

UNKNOWN

HARVESTING

PREPARATION

PORTUGAL

SPINNING

FSC

KNITTING

ISO 14001

STANDARD 100 BY OEKOTEX

ISO 45001

ISO 9001

SA8000

DYEING

GRS

GOTS

UNKNOWN

PRINTING

PORTUGAL

MANUFACTURING

ISO 9001

SA8000

STANDARD 100 BY OEKOTEX

STANDARD 100 BY OEKOTEX

STANDARD 100 BY OEKOTEX

WAREHOUSE

## II. ENVIRONMENTAL

### A. TRACEABILITY: A NECESSARY APPROACH

Thanks to extensive work on the traceability of our products with [Fairly Made](#) <sup>7</sup>, we can now retrace the majority of the factories in our production chain, from the raw material to the end product. On our website, it is now possible to find the details of a product's production sites, the distance that it travelled and even its recyclability rate.

Starting with the Pre-fall 2024 season (in stores from May), this information will be directly accessible by scanning the QR code on the clothing labels in the store.

### B. A HIGHER AMOUNT OF ECO-RESPONSIBLE PRODUCTS

1.

#### OUR DEFINITION OF AN ECO-RESPONSIBLE PRODUCT

Following the training of the product teams on the impacts of each material and transformation process, A.P.C. established its own ranking in a collaborative manner, according to the following environmental and ethical criteria: consumption of fossil resources; greenhouse gas emissions; use of chemical products, consumption and pollution of water, use and pollution of soil; waste generated during production, product life span and end-of-life of the material (recyclability, biodegradability); animal welfare; and employee well-being.

This work made it possible to define an eco-responsible product at A.P.C.:

An eco-responsible product is one whose primary material is composed of at least 70% certified or eco-responsible materials, or 30% recycled materials.\*

\*see the list of eco-responsible materials in the appendix





## 2.



## LABEL AND CERTIFICATIONS

The GOTS label guarantees that the certified clothing is produced from at least 70% organic fibres, in compliance with strict environmental and social standards all throughout the production chain [Find out more about the label](#) ↗

For many years, A.P.C. has sold clothing made of over 95% organic cotton and worked with GOTS-certified suppliers. In 2023, we got the GOTS certificate issued by Ecocert Greenlife. (License No. 214416). All certified products are labelled with the GOTS logo. [\(License N° 214416\)](#) ↗

## COSMOS

Since January 2024, A.P.C. has offered a cosmetics line produced in France : [Find out more](#) ↗



- Body lotion - Cosmos Organic
- Lip Balm - Cosmos Organic
- Hand Cream - Cosmos Organic
- Hand Soap - Cosmos Organic
- Shower Gel - Cosmos Organic

\*These products are certified COSMOS ORGANIC by Ecocert GreenLife according to the COSMOS standard available at <http://COSMOS.ecocert.com> ↗

- Eau De Cologne - Cosmos Natural
- Deodorant - Cosmos Natural

\*These products are certified COSMOS NATURAL by Ecocert GreenLife according to the COSMOS standard available at <http://COSMOS.ecocert.com> ↗



**«IN FASHION, AS IN THE COSMETICS INDUSTRY, THE BALANCE BETWEEN TOO MUCH AND NOT ENOUGH IS HARD TO ACHIEVE. IT'S A TRICKY JOB. THESE SIX PRODUCTS ARE THE BEST THEY CAN POSSIBLY BE. THEY ARE DESIGNED TO BE GOOD FOR YOU, MAKE YOU FEEL GOOD IN YOUR SKIN AND HELP YOU HAVE A GOOD DAY.»**

Jean Touitou







### TRUSTWORTHY LABELS

Additionally, a special focus was placed on increasing the percentage of organic and recycled materials in the collections.

- Oeko-Tex Standard 100, which guarantees the absence of substances that are dangerous for the health.
- RWS (Responsible Wool Standard), for wool sourced from farms that respect animal welfare.
- GRS (Global Recycled Standard) for fabric composed of at least 50% recycled fibres.
- OCS (Organic Content Standard) for fabric composed of certified organic fibres.

3.

### THE CASE OF DENIM

The iconic A.P.C. creation, raw jeans, is renowned for the sustainability of its 100% cotton denim canvas. After weaving, the canvas does not undergo any artificial treatment or wash, two processes that consume a great deal of water and chemical products.

We mainly work with two suppliers that made a commitment, early on. They notably implemented a closed-loop water recycling system and an air-drying system for jeans. They also added solar water heaters and joined the Zero Discharge of Hazardous Chemicals program.

A.P.C. jeans have received a treatment considered virtuous if the denim is raw or has a green EIM score\*.

\*Environmental Impact Measuring score, set up by the Jeanologia company, a supplier of sustainable technologies for the textile industry, and based on the following criteria: water and energy consumption, the use of chemical products and employee health.




3. THE CASE OF LEATHER

Leather is a by-product of the food industry and, as such, has a limited environmental footprint. We pay very close attention to the tanning methods used:

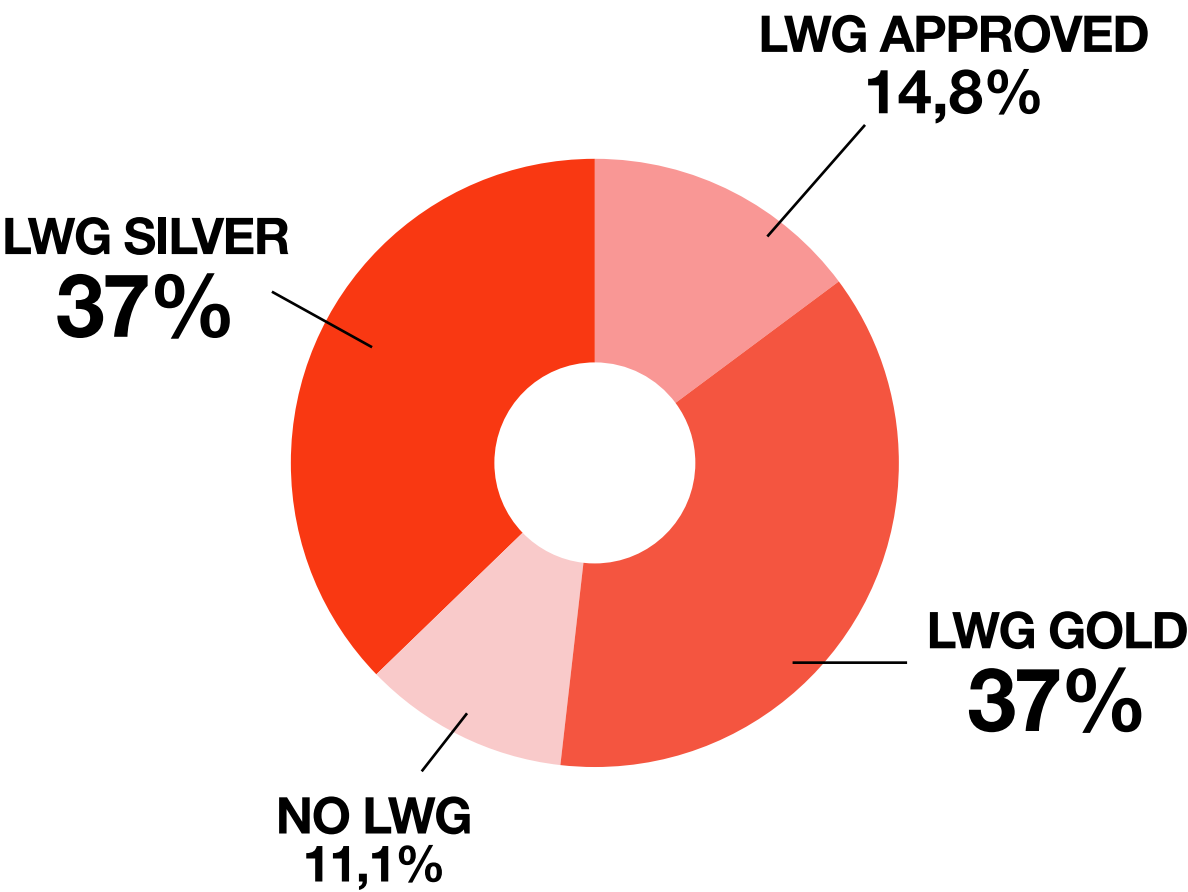
TANNING	Mineral	Vegetable
Tanning agent	Chrome 3	Extract of tree bark, leaves, etc.
Biodegradable and non-toxic tannin	<input type="radio"/>	<input checked="" type="radio"/>
Possibility of reusing the tannin	<input checked="" type="radio"/>	<input type="radio"/>
High water consumption	<input type="radio"/>	<input checked="" type="radio"/>
Wastewater must be treated	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Supple multi-use leather	<input checked="" type="radio"/>	<input type="radio"/>
Leather is compostable at end of life	<input type="radio"/>	<input checked="" type="radio"/>

When these two tanning methods are carried out rigorously, their environmental impact is almost the same.

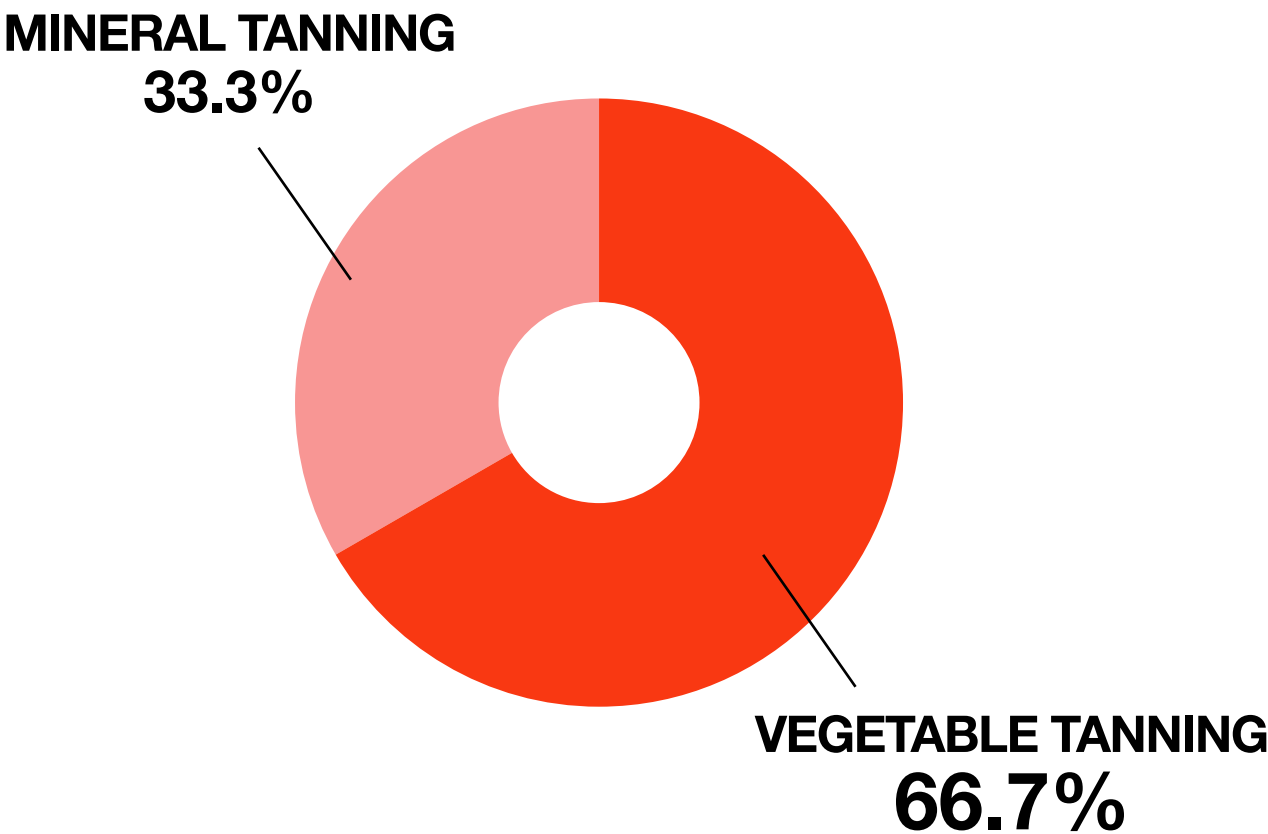
Today, the best way to guarantee controlled tanning and a transparent supply chain is to work with tanneries that have received the Leather Working group (LWG)  label, of which A.P.C. is a member.

In 2022, A.P.C. set an objective to reach 70% eco-responsible products by 2027, in purchase volume. In 2023, 62% of our products were eco-responsible.

In 2023, our tanneries were certified:



And our leathers were obtained with the following tanning methods:





## II. ENVIRONMENTAL

### C. AN AMBITIOUS OBJECTIVE: REDUCING OUR BILAN CARBONE™

#### 1. WORLDWIDE CARBON NEUTRALITY OBJECTIVE

##### A. The Paris Agreement

According to IPCC experts (Intergovernmental Panel on Climate Change), in order to preserve a habitable planet, it is absolutely necessary to limit the increase of global warming to below 2°C above pre-industrial levels by 2100, while pursuing efforts to limit the increase by 1.5°C.

The Paris Agreement presented at COP21 in 2015 makes this objective legally binding for the 195 signing nations, which must publish a climate action plan every five years. In 2018, the IPCC warned of the urgent need to hold the increase of global warming under 1.5°C to limit the catastrophic effects.

This objective requires nations to:

- Reduce emissions by 45% by 2030 compared to 2010 levels,
- Reach the net-zero emissions objective by 2050 to participate in worldwide carbon neutrality. This refers to the balance between emissions and absorption of GHG emissions on a planetary scale and can only be reached by reducing our emissions as much as possible and by absorbing inevitable remaining emissions with carbon sinks.

##### B. Bilan Carbone™ (Carbon Footprint): origin and legal framework

In 2001, the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD) published the Greenhouse Gas (GHG) Protocol.

This protocol became the standard used worldwide to measure carbon emissions. It covers the accounting and reporting of seven gases identified in 1997 by the Kyoto Protocol as contributing to global warming, as their greenhouse effect prevents heat from escaping into space.

Each gas has a different heat-trapping ability. To simplify the analysis of the Bilan Carbone™ (carbon footprint), its abilities are converted and expressed in CO2 equivalencies (CO2e). In France, the ADEME developed the Bilan Carbone™ (carbon footprint) in 2002, a method that allows companies to measure greenhouse gas (GHG) emissions that are directly and indirectly generated by its activity.

#### Our objectives in figures

**-42%\***  
direct emissions (scopes 1&2)  
by 2030 compared to 2022, in absolute value

**-51,6%\***  
indirect emissions (scope 3)  
by 2030 compared to 2022, in intensity

\*These objectives, whose trajectory is scientifically in line with the Paris Agreement objective, were validated by the SBTi (Science Based Targets Initiative).

#### Our results in 2023

**-29,03%**  
direct emissions (scopes 1&2)  
Compared to 2022, notably thanks to the transition towards 100% renewable electricity on all French A.P.C. sites

**-5,74%**  
indirect emissions (scope 3)  
Compared to 2022 in intensity per product on average

[\\*find out more about the calculation method of our carbon footprint ↗](#)  
[\\*\\*find out more about the 2023 carbon footprint ↗](#)





2.

## IMPLEMENTED DECARBONIZATION INITIATIVES

2023 marked a decisive turning point in A.P.C.'s strategy to reduce its CO2 emissions. After an in-depth analysis of our main sources of direct and indirect emissions, taken into account for the calculation of our carbon footprint, we identified the concrete levers and established an action plan. A.P.C. worked on optimizing the choice of raw materials, the increase of organic and recycled materials in our collections, the reduction of range plans, and the increase in the percentage of green energy in our offices, our stores and at our suppliers.

In light of these assessments, we adjusted our strategy to achieve our ambitious objectives. These actions are not simple declarations, but rather measured initiatives based on concrete and validated data that intend to reduce our carbon footprint while maintaining the quality and financial performance of our products. Our approach is focused on concrete and measurable progress with an aim for real progress, but without claiming immediate results, as this is a long-term approach.





### III. SOCIETAL

#### 1. SPONSORSHIP OF THE EQUAL OPPORTUNITY PROGRAM AT SCIENCES PO

What are Priority Education Conventions (CEP)?\* -

- |      |  |
|------|--|
| 2001 | Launch of the “Priority Education Conventions” (CEP), a support program giving students from underprivileged social backgrounds parallel access to Sciences Po   |
| 2023 | A.P.C. has been a sponsor of this program since 2020. In 2023, it donated €5,000 to this project. Additionally, and on a volunteer basis, certain members of A.P.C. teams personally assist students from this program via a mentorship. |

[\\*More information about the CEP ↗](#)

Sciences Po Paris, Place Saint-Thomas-d’Acquin,  
Paris (7th arrondissement)





## SUPPORT FOR THE GOODPLANET FOUNDATION

Since 2021, A.P.C. has replaced its kraft paper bags with bags made of rPET 190T. For each bag sold, €1 is donated to GoodPlanet.

Founded in 2005 by Yann Arthus-Bertrand, this officially recognized NGO carries out environmental and community field projects around the world, notably in the framework of its “Action Carbone Solidaire” program.

In 2023, the sale of bags allowed us to collect over €27,000, which we dedicated to a project designed to give access to solar energy to children in boarding schools in Ladakh, India.

In this region in the far north of India, the remote villages of the mountainous regions are often difficult to access. For this reason, children must remain in boarding schools far from home. Furthermore, these boarding schools have very limited access to a stable electricity network and hot water.

The GoodPlanet Foundation began providing aid in Ladakh in 2013 and has worked in partnership with the LEHO NGO (Ladakh Environment and Health Organisation) since 2017. As this is a very sunny region, the solar energy is harnessed to build and develop solar electricity and passive solar buildings. The result: eight boarding schools equipped with hot water for 677 children aged 4 to 18 and 16 school staff members!



**«WHAT A PLEASURE TO GET HOT WATER DIRECTLY FROM THE SHOWER FAUCET! BEFORE, WE HAD TO GO GET WATER FROM OUTSIDE, HEAT IT ON THE GAS BURNER AND THEN CARRY IT TO THE BATHROOM.»**

Testimonial from Losbang, 15 years old, boarding school resident at Khaltse.

[Find out more about the Foundation](#) ↗







2.

## SPONSORSHIP OF LA VILLETTE

Since 2024, A.P.C. has supported the public establishment of La Villette and dressed its reception teams. [Find out more](#) ↗





## APPENDIX

Detailed list of eco-responsible materials for A.P.C.:

- GOTS/OCS organic hemp
- GRS/RCS recycled cotton
- GOTS/OCS organic cotton
- GOTS/OCS organic linen
- Straw
- Bamboo (fibre)
- Hemp
- Extra-long-staple cotton
- Long-staple cotton
- Pima crepe cotton
- Conventional linen
- RAS alpaca
- GRS/RCS recycled cashmere
- RDS down
- RWS wool
- GRS/RCS recycled wool
- RMS mohair
- Alpaca
- SFA cashmere
- GCS cashmere
- Traceable and mulesing-free wool
- Traceable and mulesing-free virgin wool
- Traceable and mulesing-free Merino wool
- GOTS/OCS organic silk
- Traceable yak wool
- Tencel™ Lyocell
- Ecovero™ Viscose
- Bemberg™ Cupro
- Lyocell
- Tencel™ Modal
- Seacell™
- FSC™ Viscose
- Enka™ Viscose
- GRS/RCS recycled nylon
- Polyamide recyclé GRS/RCS
- GRS/RCS recycled polyamide
- GRS/RCS recycled polyester
- GRS/RCS recycled polyurethane
- Leather from a certified LWG GOLD, LWG SILVER, BRONZE or AUDITED tannery
- Stainless steel
- Zamac
- Recycled brass
- Recycled resin





## GOVERNANCE OF THE CSR PROJECT

Twice a year, the Board defines strategic objectives and directions, which are implemented under the responsibility of the Operational Committee. A monthly steering committee unites the CSR managers of each service and coordinates efforts led within the teams, making sure that they are in line with the objectives set by the Board.

To follow the progress and, if necessary, adjust the choice of materials, range plans, choice of suppliers or actions to carry out with suppliers, KPIs are calculated every month during reviews between the studio, merchandising and CSR teams.



