

### 1. Production

Resource and Raw Material Consumption

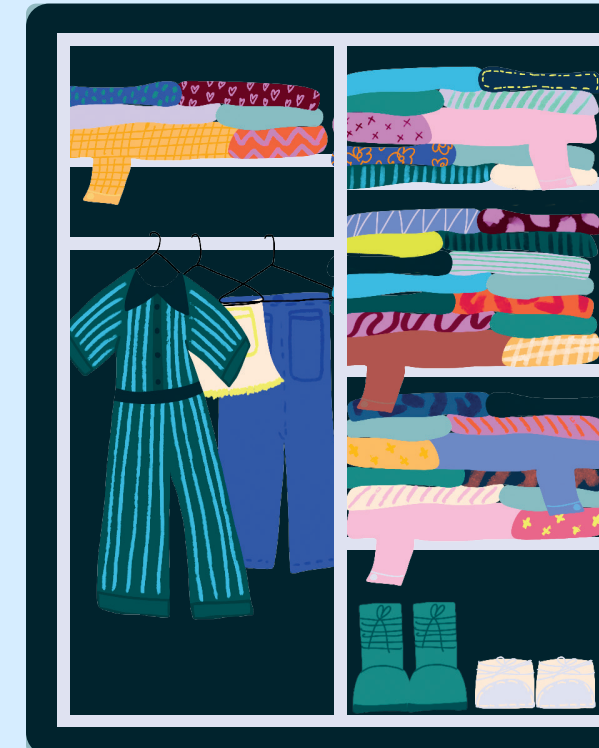


Purchase

**3.5 billion new items\*** sold in 2024, which means over **6 900 new items** sold per minute in France !

# The Lifecycle of Clothes

Household Linen & Shoes!

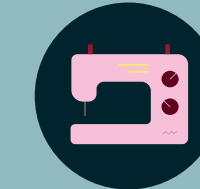


## 2. Consumption

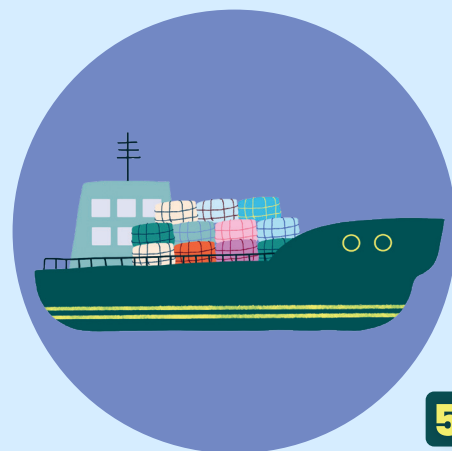
Each new garment purchased ends up squeezed into an average of 2 square meters.\*



Each wash and tumble dry wears out the garment and is also very energy-intensive.



We can extend the lifespan of our clothes by **repairing them ourselves** or through a **professional repairer**, **donating** them, or **reselling** them instead of buying new.



Exportation outside Europe

or



Reuse in France or Europe

**56.8%\***



Recycling (wiping cloths, insulation materials, car seats)

**34.5%\***



Energy recovery

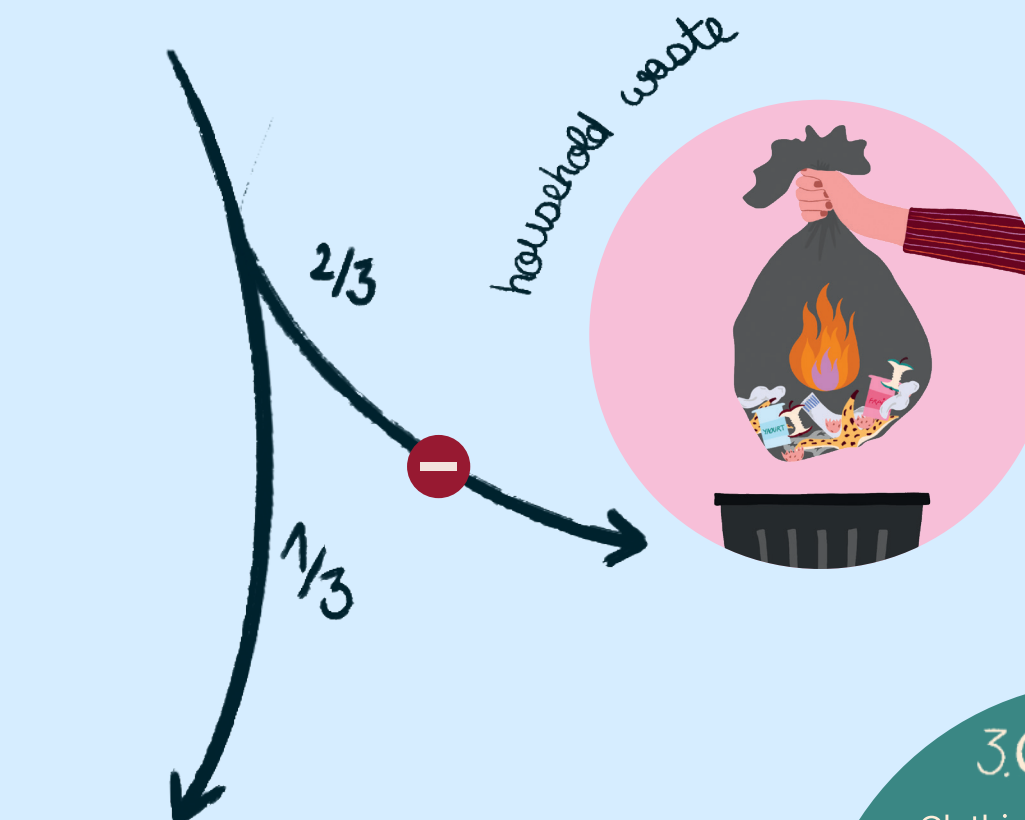
**8.6%\***



Incineration/Landfill

**0,12%\***

## 5. Recovery



We should never throw anything in the trash (household waste) because it will then **be incinerated and completely eliminated!**

## 3. Collection

Clothing or shoes in good condition should be placed in a self-deposit point (containers on the street, equipped stores, associations, waste facilities)

**268,161 tons collected in 2024\***



## 4. Sorting

A sorting process is carried out to assign each item to its most appropriate second life.

**206,136 tons sorted in 2024 \***

**Re\_fashion**  
Changemakers for a desirable future