

SMCP

sandro • maje • claudie pierlot • fursac



Press release - Paris, 23 February 2022

SMCP joins forces with Fairly Made® and becomes one of the first accessible luxury brands to offer its customers detailed and transparent information on the traceability of its products

SMCP, a global player in the accessible luxury market with a portfolio of four unique Parisian brands, Sandro, Maje, Claudie Pierlot and Fursac, announced today that it has signed a partnership with Fairly Made® to offer its customers an increased traceability of its products.

By 2025, SMCP intends to attach a QR code to all products sold by the Group's four brands, allowing full traceability of each product. This QR code will provide a quick, simple, transparent, and centralized access to all information relating to the traceability of each product, such as the country of origin of each material, the number of kilometers travelled, the location of manufacture, etc. As of this season, a pilot will take place with more than 40 references traced by brand.

Fairly Made®, with whom SMCP is partnering for this project, is an independent, French and mission driven start-up, which will be responsible for collecting information from all suppliers involved at all stages of the production chain of the SMCP group's brands, processing this information and calculating a traceability score.

In addition to providing transparency to its customers, this partnership will enable the Group's brands to analyze data continuously and optimize the impact of their supply chain.

This initiative is part of the Group's "One journey" strategic plan through to 2025, which includes a strong CSR dimension and notably calls for ethical sourcing, with 100% of the Group's strategic suppliers audited by 2025. Other ambitious targets have been set in this plan, including the reduction of CO₂ emissions through the increasing use of eco-friendly materials, the reduction of shipment by plane and the widespread implementation of less energy-consuming store concepts.

Isabelle Guichot, CEO of SMCP, says: *"I am delighted to announce the signing of this partnership which places the group at the forefront of its industry. Reducing our carbon footprint and continuously improving our supply chain while offering greater transparency is a clear priority of the Group and an expectation of our customers. In addition to the many initiatives already taken within the Group, this project will enable us to provide our customers greater transparency regarding the traceability of our products. It will also be a valuable tool for analyzing and optimizing our sourcing around the world. This initiative demonstrates the Group's and its four brands' commitment to CSR."*

ABOUT SMCP

SMCP is a global leader in the accessible luxury market with four unique Parisian brands: Sandro, Maje, Claudie Pierlot and Fursac. Present in 43 countries, the Group comprises a network of over 1,600 stores globally and a strong digital presence in all its key markets. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively, and continue to provide creative direction for the brands. Claudie Pierlot and Fursac were respectively acquired by SMCP in 2009 and 2019. SMCP is listed on the Euronext Paris regulated market (compartment A, ISIN Code FR0013214145, ticker: SMCP).

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