



  
**FAGUO**  
Vestiaire carbone positif



**Leaf 3 .** FAGUO

**Leaf 4 .** Responsibility

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**FAGUO is a French positive carbon brand offering a urban outdoor clothing.**

Aware of climate emergency, FAGUO is a benefit corporation which brings together fashion and responsibility.

Since its creation, FAGUO has measured its CO2 emissions with a carbon footprint, reduced them by using recycled materials and by implementing concrete actions. Finally, FAGUO compensates them with a planted tree for each product made.



**FAGUO**



## **Recycled materials, responsible production, reforestation against global warming.**

One FAGUO product emits 50% less CO2 emissions than 10 years ago.

Collection made with recycled materials.

Promote a more circular fashion.

Transparent and responsible production certified BSCI.

1 product made, 1 tree planted. 100% of CO2 emissions offset.

**While 50% of our CO2 emissions are due to raw materials, 11% to the transport of products, 5% to their end of life ...**



**... cotton, leather, rubber and polyester are recycled to pollute less. Products transported by train (30%). Recycling box in stores.**

# Collections

Thought and designed in France. Recycled materials are our priority. Resolutely urban and outdoor identity.  
Transparent and responsible production in Vietnam, China and Portugal.

## Sneakers



From casual sneakers to inspired one from sport and vintage fashion.

NEW ! WILLOW : FLEXWAY sole, proprietary technology.

## Urban shoes



Contemporary style line to complete an urban silhouette.

## Clothes



Positive carbon wardrobe for men, reduced range for women.

## Luggage and accessories



Several ranges of luggage to move in town as in nature.

# Collaborations



*Memoprix & faguo*



SAINT-JAMES  
  
 FAGUO



CASTELBAJAC  
 PARIS



 FAGUO | habitat 



## FAGUO stores



FAGUO stores are the representatives of FAGUO's commitment.

In line with our commitment, the wood material continues to keep CO2. It also represents the tree we plant for each product made. The oak floor, birch wood and white lacquer complemented by touches of blue create an emblematic architectural model.

FAGUO stores use green energy supplied by ENERCOOP.

The recycling box by FAGUO is present in each shop in order to encourage a more circular fashion. They collect used textiles, shoes, luggage and accessories.

FAGUO stores are branding accelerators at the service of all distribution, and complements to specialist multi-brand resellers.

**FAGUO creates its own retail network in France. The brand has 25 stores, including its own corners.**



# FAGUO retailers

## In France

FAGUO has a network of 300 resellers and is represented in all the major French references such as L'Exception or Fleux, in department stores such as Les Galeries Lafayette or the BHV Marais in Paris.



## Abroad

FAGUO is represented by 250 retailers in 24 countries.

- United States (Anthropologie)
- Germany (Galerie Lafayette Berlin)
- Korea (Aka Plaza, Lotte Dpt Store et Mok- done Dpt Store).
- Spain (Corte Inglés)
- United Kingdom (John Lewis Store)
- Benelux, Mexico...



in

**FAGUO**  
12 000 followers

f

**FAGUO**  
162 000 followers



**@FAGUO**  
57 000 followers



#WeAreFAGUO

# FAGUO by figures



**3**  
carbon footprints  
in 10 years



**6 kg eq CO<sub>2</sub>**  
the carbon footprint of one  
FAGUO product (50% less than  
10 years ago)



**65%**  
of FAGUO products made with  
recycled materials



**+ 1,5M**  
Planted trees  
in 270 FAGUO forests



**1 ton**  
of collected used clothes in  
FAGUO recycling box in the last  
6 months



**25**  
stores & corners



**300**  
resellers in France  
+ 250 resellers abroad in 24 countries



**70**  
in FAGUO  
team



**100%**  
of green energy supplied by  
ENERCOOP



# Stores & contacts

## Contacts

### SHOWROOMS

**Paris**  
29 rue du Commerce  
75015 Paris  
+33 6 66 72 30 10

**Nantes**  
3 place Albert Camus  
44200 Nantes  
+33 1 84 17 14 67

### PRESS

presse@faguo.fr  
+33 6 99 51 12 73

## Stores

### PARIS

**Marais**  
81 rue Vieille du Temple  
75003 Paris

**Abbesses**  
22 rue des Abbesses  
75018 Paris

**Courcelles**  
128 rue de Courcelles  
75017 Paris

**Commerce**  
29 rue du Commerce  
75015 Paris

**AIX-EN-PROVENCE**  
3 rue Méjanes  
13100 Aix-en-Provence

**ANGERS**  
3/5 rue Chaussée Saint Pierre  
6 place du Raliement  
49100 Angers

**BORDEAUX**  
79 rue Sainte-Catherine  
33000 Bordeaux

**LA ROCHELLE**  
57 rue des merciers  
17000 La Rochelle

**LE TOUQUET**  
88 rue St Jean  
62520 Le Touquet Paris Plage

**LILLE**  
16 place des Patiniers  
59800 Lille

**LIMOGES**  
2 rue Ferrerie  
87000 LIMOGES

**LYON**  
29 rue de Brest  
69002 Lyon

**MONTPELLIER**  
52 Grand rue Jean Moulin  
34000 Montpellier

**NANTES**  
18 rue d’Orléans  
44000 Nantes

**PARLY 2**  
2 avenue Charles de Gaulle  
78150 Le Chesnay

**STRASBOURG**  
22 rue des Frères  
67000 Strasbourg

## Corners

**BHV - STAND FAGUO**  
36 rue de la Verrerie  
75004 Paris

**GALERIES LAFAYETTE HAUSSMANN**  
40 Boulevard Haussmann  
75009 Paris

**GALERIES LAFAYETTE TOULOUSE**  
4 rue Lapeyrouse  
31000 Toulouse

**GALERIES LAFAYETTE BORDEAUX**  
12 rue de la Porte Dijeaux  
33000 Bordeaux

**GALERIES LAFAYETTE NICE**  
Centre commercial CAP 3000  
Avenue Eugène Donadeï  
06700 St Laurent du Var