

*Etam*



# Small actions big support

Giving a second life to bras our customers no longer wear, while helping women in precarious living situations: our **WECARE** initiative for more responsible and sustainable fashion.



## The concept

Small action big support is above all the result of a **collective commitment**. Customers, stores, partners, non-profit cooperatives, volunteers and associations: working together to carry out **an act of unity, for the planet and for women**.

- > Customers **drop off the bras they no longer wear** at in-store collection terminals.
- > In return, they receive a **10% discount** on their next purchase.
- > The bras collected are sorted and washed in a non-profit cooperative then distributed to women linked to partner associations:

\*Caritas Vaud and Vestiaire Social.



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## The 2021 report

**519 collection terminals in 5 countries:** Switzerland, France, Belgium, Poland, and Spain.

Over **33,500 bras** collected since last March. **3/4** of them, in very good condition, have been redistributed within the partner associations

## Our commitment for 2022

Make this **caring initiative** ring louder by collecting more and more bras. Using all our creativity to **Give them value, Recycle them, Transform them, Upcycle them.**