

2023 CSR REPORT



LONGCHAMP
PARIS

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INTRODUCTION



A WORD FROM JEAN CASSEGRAIN, SOPHIE DELAFONTAINE AND OLIVIER CASSEGRAIN

Generation after generation, our Maison has grown by building relationships of trust with our customers, teams, suppliers and private or institutional partners.

We have acquired this trust by drawing on values like sincerity, stability and quality, as well as adopting—on a daily basis—attitudes that are respectful of our stakeholders. This approach is consistent with "corporate, social and environmental responsibility", which forms an integral part of the history and culture of our Maison.

This document makes the different elements of our responsibility approach clear; you will see certain practices that have long been rooted in the Maison, as well as some new initiatives that not only align with the aspirations of our stakeholders, but are necessary to continue earning their trust. These projects constitute a comprehensive commitment that we, together with our families, uphold.





MAISON
LONGCHAMP



LONGCHAMP'S VALUES

INDEPENDENT AND FAMILY-OWNED, LONGCHAMP
IS A PARISIAN MAISON OPEN TO THE WHOLE WORLD.
IT AIMS TO CREATE MEANINGFUL AND BEAUTIFUL ITEMS
THAT BECOME EVERLASTING COMPANIONS AS TIME GOES BY.

Initially a manufacturer of leather-covered pipes, the brand expanded in the 1950s to other leather goods and, later, nylon pieces. In the '80s and '90s, the Le Foulonné leather bags, followed by the Le Roseau bag and the iconic Le Pliage® model underpinned the Maison's growth worldwide. Launched in the 2000s, our footwear and ready-to-wear for women, followed by eyewear in 2017, form Longchamp's signature women's looks.

In keeping with fine French craftsmanship, Longchamp is dedicated to offering products that last. This is the Maison's primary objective: **working to ensure that its customers can keep their products for a long time, care for them and pass them on.** Leather craftsmanship is driven by the pursuit of excellence and quality. This is the mindset of each of our leather craftspeople and—more broadly speaking—of our nearly 3,500 employees. **In Paris, our workshops and the world as whole, they all share the values of longevity, sincerity, creative curiosity and optimism that drive the Maison.**

And so, for more than 70 years, Longchamp has been passing on its remarkable expertise, respect for the work that each person does and love for authentic materials that stand the test of time... all while nurturing a spirit of creativity and innovation that will help us rise to the challenges posed by a more sustainable future.



MAISON LONGCHAMP

FOR MORE THAN 70 YEARS, LONGCHAMP HAS BEEN INNOVATING AND TRANSCENDING FASHION, FRONTED BY ITS ICONIC HORSERIDER LOGO, A SYMBOL OF ELEGANCE AND MOVEMENT.

THE MAISON UPHOLDS AND PROMOTES UNIQUE VALUES THAT ENABLE IT TO REINVENT ITSELF WHILE STAYING TRUE TO ITS SIGNATURE ARTISAN CRAFTSMANSHIP.



LONGCHAMP IN FIGURES

1948
MAISON LONGCHAMP
FOUNDED



4
GENERATIONS
OF THE CASSEGRAIN FAMILY,
ONE AFTER THE NEXT



1200
POINTS OF SALE
WORLDWIDE*



80
COUNTRIES
ACROSS 5 CONTINENTS



350
STORES DIRECTLY
OPERATED BY THE BRAND



25
SUBSIDIARIES
WORLDWIDE



3500
EMPLOYEES
WORLDWIDE



63.3%
OF MANAGERS
ARE WOMEN



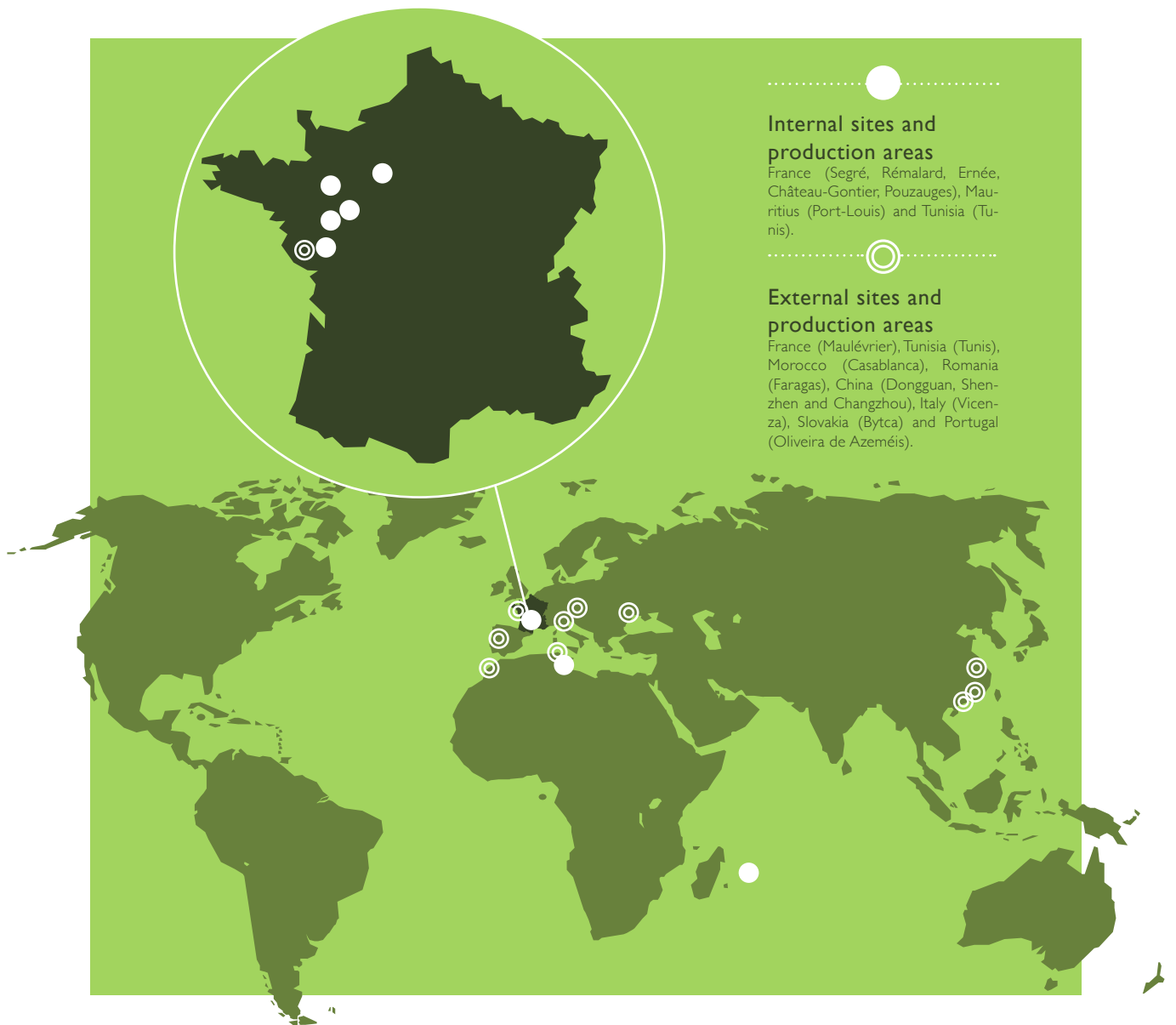
*OWN-BRAND STORES, FRANCHISES, CONCESSIONS,
MULTI-BRAND STORES, TRAVEL RETAIL AND ONLINE SALES



BREAKDOWN OF EMPLOYEES BY BUSINESS LINE



MAP OF SITES AND PRODUCTION AREAS



COMMITMENT TO SUSTAINABILITY IN 8 KEY DATES



1948: CREATION

Company established by Jean Cassegrain, who takes a stockpile of unsold pipes, covers them in leather and transforms them into luxury objects, adopting the motto “nothing gets lost, everything is transformed”, consistent with the Maison’s shrewd artisan thinking.



1959: ANTICIPATION

First workshop opens in Segré. Longchamp decides to integrate production into its business strategy in order to monitor quality and workmanship, two aspects key to any authentic, sustainable product range.



2012: PASSING ON

Longchamp commits to passing on expertise by establishing workshop-schools in Segré. Over the course of eight years, Longchamp passes down its expertise through these workshop-schools in Segré, training more than 100 leather craftspeople, many of whom come from other career paths. Today, training is directly integrated into the workshops.



1993: SIMPLICITY

Le Pliage® is born from the ingenuity of Philippe Cassegrain who designs it with simplicity in mind. He streamlines the number of parts required and carefully calculates the size in order to minimise any potential waste. An “eco-designed” product, built to last.





2014: LONGEVITY

Longchamp receives the Entreprise du Patrimoine Vivant (*Company of Living Heritage*) label recognising exceptional industrial and artisan skill and expertise.

The awarding of this label is renewed in 2023.



2018: REDUCTION

The new Pouzauges production site, a low-impact workshop ergonomically designed to ensure the well-being of our leather craftspeople, opens.

This initial development paved the way for a redevelopment of the Segré production site, enabling us to better integrate our workshops into the environment and reduce our carbon footprint.



2022: EVOLUTION

Other initiatives, like Le Pliage Re-Play, highlight the desire to avoid wasting materials.



2019: INNOVATION

For the first time, Longchamp uses recycled polyester from recycled plastic bottles and launches My Pliage Signature. This opens the door to a process of constant innovation, starting with the transition from Le Pliage® to Le Pliage Green made from recycled nylon.



GOVERNANCE^{CSR}

LONGCHAMP HAS ESTABLISHED DECISION-MAKING
AND OPERATIONAL BODIES TO INSTIL RESPONSIBILITY
AT ALL LEVELS IN THE GROUP

CSR EXECUTIVE COMMITTEE

Established in late 2020 to give renewed impetus to Longchamp's CSR policy at the highest level of the Group, the CSR Executive Committee has six members from the Board of Directors, chosen based on how closely aligned their area of responsibility is with the main CSR-related issues. This body, chaired by Jean Cassegrain, meets every two months and is primarily responsible for:

- instilling the vision of and providing the main guidelines for CSR policy,
- approving policies and commitments,
- monitoring non-financial performance indicators and the extent to which social and environmental challenges are taken into account in the company's operations,
- supporting CSR Committee members in their work and approving the annual social and environmental report.



JEAN CASSEGRAIN
President
PARIS



SOPHIE DELAFONTAINE
Artistic director
PARIS



ADRIEN CASSEGRAIN
Director of transformation and CSR
PARIS



SÉVERINE DARBOIS
Director of retail & e-com experience
PARIS



DAVID BURGEL
Industrial director
SEGRÉ



VIRGINIE LANIER
Human resources director
PARIS



IMPACT COMMITTEE

The impact committee plays a more operational role and has around 10 members who represent the company's geographical and professional diversity.

At the core of the company's operations, its members deal directly with professional constraints but also potential opportunities that may exist. This Committee reports to the CSR Executive Committee and is a driving force behind proposals. It manages CSR projects within Longchamp and ensures that they are properly implemented.

CSR AMBASSADORS

In order to share its CSR strategy with all employees, Maison Longchamp has created a community of CSR ambassadors for the brand's subsidiaries. Their role is to engage with teams locally, implement local CSR projects and coordinate data collection.

Conscious of CSR-related issues, these ambassadors relay the Maison's ambitions, help get all employees involved in the approach and adapt the process to local constraints. They can put forward ideas for projects, taking into account opportunities specific to their area.

This approach also helps to reinforce the employees' understanding of the brand's objectives and to accelerate the Maison's shift to more sustainable practices.

03

CSR DECISION-MAKING
AND OPERATIONAL
BODIES

01

CSR AMBASSADOR
PER SUBSIDIARY

50

CSR PROJECTS
IN 2023



THE STAKEHOLDER ECOSYSTEM

MAISON LONGCHAMP OPERATES WITHIN AN ECOSYSTEM, ONE IT HAS A MAJOR IMPACT ON. SIMILARLY, THE VARIOUS ACTORS IN ITS VALUE CHAIN OR ECOSYSTEM HAVE AN IMPACT ON THE MAISON AND CONTRIBUTE TO ITS GROWTH.

This is why Longchamp wants to take their needs and expectations—in relation to the brand—into account. Listening to the Maison's stakeholders is vital for challenging and improving its CSR strategy.

Longchamp takes into account all interactions with stakeholders that have a positive or negative impact on corporate, social and environmental aspects.

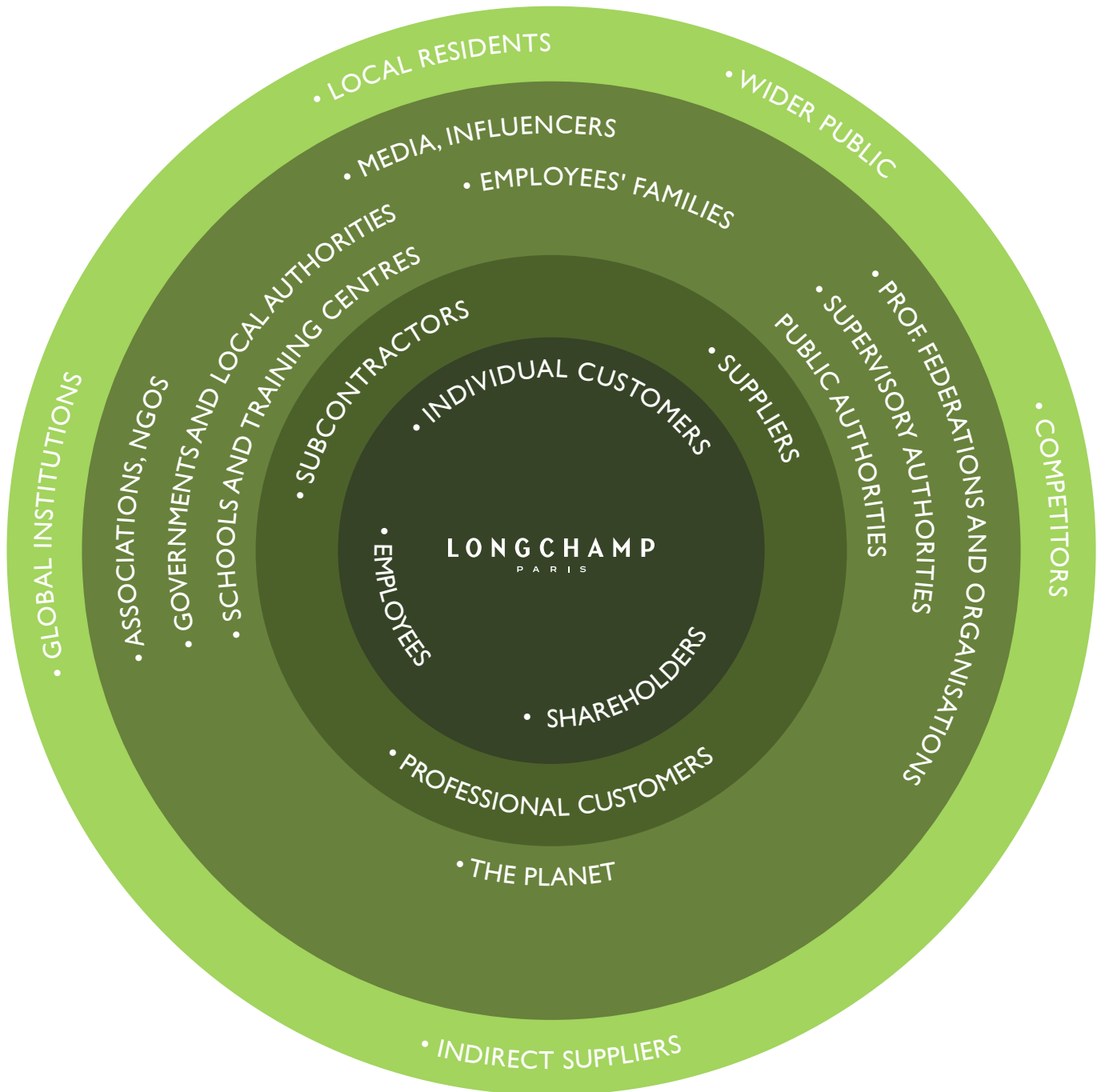
Longchamp considers its employees and customers as its closest stakeholders. These are the first to be affected by its actions and the consequences of such actions. The stakeholders are represented below from those closest (centre circle) to those further out (outer circles).

All these stakeholders push us to pursue our CSR goals.

Methodology

Longchamp's CSR team identified all the Maison's stakeholders before assigning engagement managers to each of them. The stakeholders were then positioned based on the impact they have on Longchamp. The results of this analysis were challenged by an in-house task force before being approved by the CSR Executive Committee.





CSR RISKS AND CHALLENGES

IN 2023, WHEN DEVELOPING ITS FIRST MATERIALITY MATRIX, LONGCHAMP IDENTIFIED THE MAIN CHALLENGES THE GROUP FACES IN RELATION TO ITS VARIOUS STAKEHOLDERS.

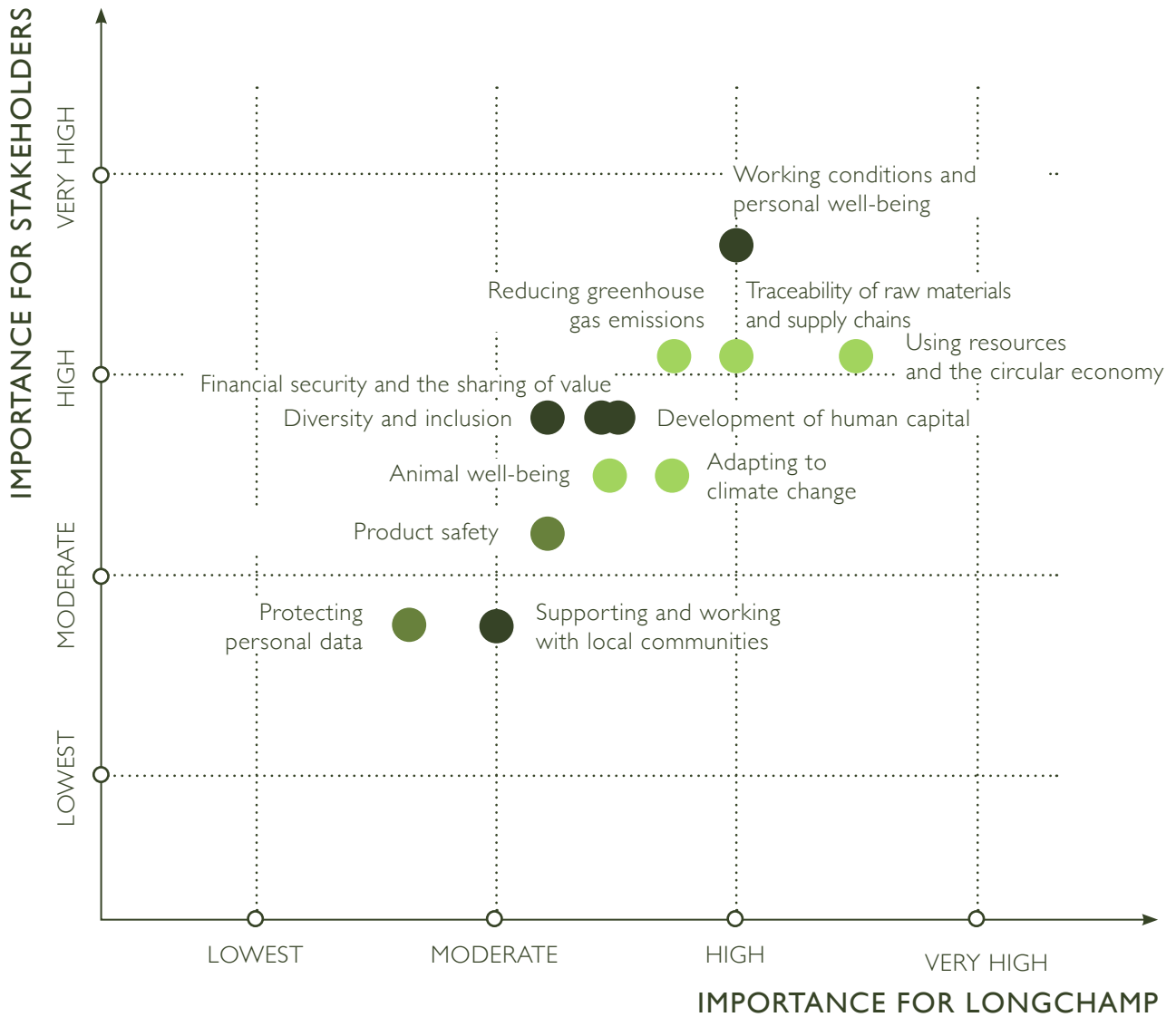
Methodology

After establishing its CSR governance structure, Longchamp identified its stakeholders. The Maison then assessed its interactions with each of these in order to prioritise the consideration of their interests and the level of engagement necessary for each stakeholder. In addition, 12 challenges relating to the ESG (Environmental, Social and Governance) risks that Maison Longchamp is exposed to were identified. These were prioritised and weighted by a committee of key stakeholders, consisting of ten people from both inside and outside Longchamp. Using these, the Longchamp materiality matrix shown below was produced.

- **Using resources and the circular economy:** this relates to sourcing, circularity and environmental responsibility within the life-cycle of products, and encouraging customers to prolong the life of their products.
- **Reducing greenhouse gas emissions** in scope 1, 2, 3 by decreasing energy consumption and decarbonising the energy mix.
- **Adapting to climate change:** minimising exposure of our stakeholders (employees, customers etc.) to the risks associated with climate change.
- **Animal well-being:** ensuring decent living conditions for the animals in Longchamp's value chain.
- **Traceability of raw materials and supply chains:** making the entire supply chain traceable to help reduce environmental impact and demonstrate transparency to consumers.
- **Working conditions and personal well-being:** safeguarding health and safety and improving the well-being of all stakeholders involved in the company's operations.
- **Financial security and the sharing of value:** ensuring fair pay, in accordance with rules of fairness, to guarantee a decent standard of living for employees and involve them in creating value.
- **Diversity and inclusion:** promoting diversity, combating all forms of discrimination (based on gender, background, age, disability etc.) and fostering an inclusive working environment.
- **Development of human capital:** facilitating access to professional training, upskilling and career advancement for employees to bolster their employability.
- **Supporting and working with local communities:** taking the concerns of local communities into account through consultation and engagement schemes.
- **Data protection:** protecting sensitive personal data from being lost, stolen or corrupted.
- **Product safety:** ensuring that products are not harmful to those making them, the ecosystems in which they are made and the consumers who use them.



MATERIALITY MATRIX



ENVIRONMENTAL CHALLENGES



SOCIAL CHALLENGES



GOVERNANCE CHALLENGES



CSR AMBITIONS AND STRATEGY

Caring for the planet and conducting our business has been part of Longchamp's DNA since its very inception. The Maison intends to keep improving its practices in these areas and has implemented a structured CSR strategy that brings together all the actions it has already taken and those it still needs to put into place.

THE MAISON HAS STRUCTURED ITS CSR STRATEGY AROUND 4 PILLARS



01 OUR TEAMS

This social pillar—an essential aspect—enables us to provide our teams with a safe, secure working environment. This setting is key for the development of human capital at Longchamp, which aims to provide it in a spirit of inclusion and diversity while promoting quality of life at work.

We take collective and individual challenges into account in order to improve working conditions and well-being around a set of shared values.

- Providing equal opportunities
- Training and promoting autonomy
- Looking out for others



02 OUR KNOW-HOW

The Maison's second pillar is its unique expertise, which has grown with Longchamp itself. Born from the excellence of the teams in Longchamp's workshops, this has become a guarantee of the quality of the products offered to customers. Responsibility forms part of this expertise, as demonstrated by the attention the Maison pays to the quality and traceability of the raw materials sourced.

We continue to pass down our craftsmanship while developing new technical and technological processes.

- Passing down and enhancing expertise in our workshops
- Embracing eco-design and selecting raw materials
- Ensuring our supply chain is transparent





03 OUR PLANET

The planet. The Maison's relationship with the environment is the third pillar of its CSR strategy. By assessing its carbon footprint each year and evaluating the actions needed to reduce its greenhouse gas emissions, Longchamp aims to play a key role in the shift to green energy and minimise its impact on resources. This involves the development of sustainable and circular practices in its business model.

We make the most of our resources and adapt them to our work in order to protect the environment while meeting the needs of younger generations.

- Assessing and raising awareness of climate issues
- Reducing our environmental footprint
- Promoting circularity



04 OUR COMMITMENT TO SOCIETY

Lastly, Longchamp is a responsible company whose **commitment to society** for and with its stakeholders takes a number of different forms. The Maison pays particular attention to women, encouraging them to be independent and to lead their lives with style and ambition. Longchamp also supports creativity, craftsmanship, artistry, design and fashion, in particular by shining a light on emerging talent.

We support women and girls with their education and professional and artistic goals.

- Supporting women
- Supporting creativity
- Supporting artists







PILLAR I OUR TEAMS



THE 4 PILLARS OF CSR FOR LONGCHAMP

WE TAKE COLLECTIVE AND INDIVIDUAL CHALLENGES INTO ACCOUNT IN ORDER TO IMPROVE WORKING CONDITIONS AND WELL-BEING AROUND A SET OF SHARED VALUES.



A family-run company, Maison Longchamp understands that human capital is a precious resource that guarantees the quality and expertise that set the brand apart worldwide. Around a set of shared values, Longchamp considers each person a part of its collective success.

In addition, the Maison pays particular attention to issues of health and safety and, more broadly, to its teams' quality of life and well-being at work. Attentive to the needs of its employees, it encourages dialogue at work. Longchamp provides equal op-

portunities for all, believing that diversity is an asset. Work is done to recognise and integrate those with disabilities, as well as projects that strengthen gender equality.

Lastly, to enable each person to develop their skills and progress in their career, Longchamp provides training courses tailored to the needs of all and pays close attention to ensure fair working conditions in accordance with local standards.

97/100

EQUALITY
INDEX
Women / Men
(France)

91%

OF EMPLOYEES
with permanent
employment
contracts

72%

ENGAGEMENT SCORE
in employee satisfaction
survey, with 85%
response rate (worldwide)

SDGs
RELATED:



THREE QUESTIONS FOR VIRGINIE LANIER

YOU JOINED LONGCHAMP AS HUMAN RESOURCES DIRECTOR IN 2023. CAN YOU TELL US ABOUT THE FIRST FEW PROJECTS YOU LAUNCHED?

After analysing existing tools and practices and based on the findings of the employee satisfaction survey, a number of projects were launched.

“The main focus is implementing a 2024-2027 training plan, with the aim of developing the skills of our employees and enhancing their employability, in line with other measures taken since 2019,, along these lines.

This includes aligning Longchamp's values with its HR culture and the *leadership* expectations of its managers. An internal skills mapping project was also carried out, which led to the creation of a skills development plan. We want to establish a common set of core skills and harmonise our HR practices across the Group.

WHAT WAS THE MAIN FOCUS OF THE EMPLOYEE TRAINING PLAN FOR 2023?

In 2022, Longchamp rolled out the FFAST* method in its production workshops (France), a workflow with centralised preparation and packaging and line-by-line production, all on a just-in-time basis. In this new workflow, the leather craftspeople at our industrial sites go from being static experts to those who can create a bag from A to Z on a line. This prevents repetition and allows us to alter-

nate periods spent sat down and stood up. To help our teams move in this direction, we put forward 6-month training programmes, divided by theme, with the particular purpose of training line managers in their roles. Our training courses are aimed at individual development and learning the right behaviours to adopt collectively.



VIRGINIE LANIER
Human Resources Director



THE 4 PILLARS OF CSR FOR LONGCHAMP



WILL THIS PROGRAMME BE EXTENDED AND CONTINUED?

The aim is for these training courses to be rolled out across the board, i.e. in all subsidiaries worldwide and in all divisions, like manufacturing and retail, in various head offices, adapting, of course, to different audiences and cultural quirks! It is vital that we take these last two aspects into account in order to determine relevant and appropriate development measures.

These training courses focused on managerial skills began at our head office in France. They will continue into 2024 with the aim of establishing a common set of practices and soft skills that make a “Longchamp manager”... At the same time, we are fine-tuning the set of skills expected of each employee or team manager in order to offer them appropriate training courses to progress in their professional careers.

**FFAST: Flux Fabrication Amélioré, Standard, (juste) à Temps (Improved, Standard, Just-In-Time Manufacturing Workflow)*



THE 4 PILLARS OF CSR FOR LONGCHAMP



TRAINING AND PROMOTING AUTONOMY

As a responsible employer, Longchamp wants to contribute to the individual development of its employees. Longchamp strives to improve their employability while ensuring autonomy and well-being at work, as reflected in the commitment of its teams.

Training and information: the MyLGP platform

MyLGP is a platform with two main objectives: it allows Longchamp's retail branch to provide a number of different training modules for sales staff, covering welcoming customers and sales techniques, as well as knowledge of the brand, its history and its products.

Understanding the different types of leather and the history of each bag is vital in sharing the Maison's expertise with its customers.

MyLGP also supports the sustainable development training provided to all Longchamp teams. This "sustainability" module contains the Maison's CSR vision and strategy. It provides definitions of sustainable development, sustainability and CSR, and details Longchamp's initiatives and commitments in these areas. Teams are trained in our eco-designed lines, leather workmanship, the art of repair and the steps we take to preserve resources, among other things.

MyLGP also enables information to be shared throughout the Group so that all employees can be kept up to date with developments.

Combating illiteracy and digital illiteracy

Certain employees of the Maison may struggle with their literacy and, particularly, digital-literacy skills, which can be detrimental in a company that has digitised its processes and means of communication and, more generally speaking, in day-to-day life in society.

In 2023, Longchamp put in place CléA and CléA digital training courses for employees at its industrial sites. These training courses enable them to strengthen their communicative, numeracy and reasoning skills, making it easier for them to use digital information and communication techniques and to become more autonomous in their work.

This certified training is recognised by other companies and, as such, enables the Maison's employees to improve their employability and enhance their career prospects.



THE 4 PILLARS OF CSR FOR LONGCHAMP



PROVIDING EQUAL OPPORTUNITIES

The inclusive approach adopted by the Maison inspires it to be open to others and to combat all forms of discrimination, making room for differences.

It aims to contribute to each person's empowerment and self-fulfilment through work and respect for their integrity and freedom.

Measures in support of people with disabilities

Because 80% of disabilities are invisible and are often not diagnosed until adulthood, stereotypes and the way in which disabilities are viewed still too often prevent those affected from being integrated.

The aim of Longchamp's Mission Handicap initiative is to promote the recognition and integration of its disabled employees so that they can have their workstation properly adapted. To achieve this, a number of steps were taken in 2023:

- The "Handicap, ensemble levons les tabous" (*Disabilities: fighting taboos together*) event organised in Segré and other industrial sites allowed our employees to share their experiences through games and accounts among colleagues, and to better understand the role that Mission Handicap plays at Longchamp.
- "DuoDays" allowed students with disabilities to meet Longchamp employees, resulting in two new hires.

Equality between men and women

Women account for 77% of Longchamp's workforce. Vital to its success, the Maison's female employees are sometimes affected by social issues like domestic violence—which affects 1 in 10 women—and the difficulty mothers face juggling parenthood and work.

Focus: the FEMMES project launched in 2023

Longchamp wishes to affirm its support for and commitment to its female employees. Through this project, the Maison, which has also introduced a confidential emergency procedure for female employees who may be victims of domestic violence, reaffirms its commitment to fighting sexist behaviour and sexual violence. For example, support has been provided for the renovation of sheltered housing for victims of domestic violence in Tunisia.

The project also includes support for parents. At our premises in Segré, breastfeeding rooms have been set up for mothers. On-call gynaecologists are available in Tunisia to offset the difficulties faced by female employees in accessing care.



THE 4 PILLARS OF CSR FOR LONGCHAMP



LOOKING OUT FOR OTHERS


In all its subsidiaries, Longchamp allows parents to take maternity or paternity leave that is at least equivalent to the standard periods offered in France. As a result, maternity leave has been improved for young parents in 19 countries.

Reducing risks to physical and mental health

In order to safeguard the physical health of its employees, particularly at its industrial sites where the risk of occupational illnesses or muscular-skeletal issues is greater, the Maison has changed its practices. In 2022, a new workflow known as FFAST* was established. This workflow, arranged by product line, enables greater mobility at different workstations and less repetition as a result.

Group warm-ups, developed with the help of physiotherapists, are arranged by work line each morning.

5 
WORKSTATION
ADJUSTMENTS
FOR PEOPLE WITH DISABILITIES
WERE CARRIED OUT IN
LONGCHAMP'S INDUSTRIAL
SITES IN FRANCE IN 2023

63.3% 
PERCENTAGE OF FEMALE
MANAGERS

42.3% 
PERCENTAGE OF WOMEN
ON BOARD OF DIRECTORS

Focus: in the fight against breast cancer, Longchamp rallies for Pink October

When detected early, 99% of women with breast cancer survive for at least five years. Through the FEMMES project, Longchamp, with the support of nurses, is committed to raising awareness among its female employees of ways to check their breasts for abnormalities.

62 teams from Maison Longchamp joined forces and travelled more than 14,000 miles in two weeks to raise money for Pink October. 5000 Euro was donated to the Ligue contre le cancer (*National League against Cancer*).



THE 4 PILLARS OF CSR FOR LONGCHAMP



Mental health and reducing risks of occupational stress

In 2023, Longchamp arranged for a mental-health support line to be put in place in each country that the Group is present in. 100% of these countries will have one in 2024. At head office, work is being done to identify the risks of occupational stress.

Example of local best practice: branches in the UK and Ireland have trained their managers to handle the feeling of being overwhelmed.

Health and safety policy

In terms of occupational health and safety, Longchamp has set itself a very clear target: zero accidents and zero occupational illnesses.

In 2023, 20 accidents—with or without work stoppages—affected employees or temporary workers at the Maison's sites.

To reduce these risks, the Maison has entered into a health and safety programme involving everyone concerned and based on 12 golden rules:

01. Follow the highway code
02. Wear personal protective equipment
03. Follow the rules concerning accessories and tied-back hair

04. Switch off machinery during maintenance work
05. Show kindness
06. Be trained in how to use work machinery / equipment
07. Comply with fire safety guidelines
08. Always report and share incidents and hazardous situations
09. Do not run and follow marked footpaths
10. Ensure that trailers are immobilised before loading or unloading
11. Keep your workplace clean and tidy
12. Adopt the right posture at your workstation.



THE 4 PILLARS OF CSR FOR LONGCHAMP



Employee satisfaction survey 2023

In order to promote a culture of listening and a welcoming work environment, Longchamp carried out an employee satisfaction survey in 2023. Employees in 25 countries were invited to answer a series of questions.

Here are some of the key findings:

While scores in priority areas were up on the previous year, Longchamp will continue its efforts with respect to communication, training and recognition, particularly in retail, through the introduction of individual variable pay.

Surveys will also be carried out more frequently on narrower topics from 2024.

85%
RESPONSE RATE,
AN IMPROVEMENT OF
4 POINTS COMPARED TO 2022



72%
ENGAGEMENT
SCORE
AN IMPROVEMENT OF
1 POINT COMPARED TO 2022



THE 4 PILLARS OF CSR FOR LONGCHAMP





PILLAR 2 OUR KNOW-HOW



THE 4 PILLARS OF CSR FOR LONGCHAMP

WE CONTINUE TO PASS DOWN OUR CRAFTSMANSHIP
WHILE DEVELOPING NEW TECHNICAL AND
TECHNOLOGICAL PROCESSES.



From Longchamp's leather craftspeople to its sub-contractors around the world, the Maison's entire value chain is driven by the desire to create products whose "Made by Longchamp" marking is a sign of quality and sustainability. To achieve this, Longchamp relies on the expertise of its leather craftspeople, who share their unique know-how with one another. Recognised for its talent, the Maison was awarded the *Entreprise du Patrimoine Vivant* (*Company of Living Heritage*) label in 2007.

Longchamp is committed to reducing the impact of its products through its designs and the selection of increasingly sustainable and responsible materials. This is achieved through life-cycle analyses and a shared commitment to progress in the supply chain. These initiatives are reflected in environmental and social certifications that, for the sake of transparency and information, the Maison shares with all its stakeholders.

53

INSTRUCTORS help to pass on 69 skills identified among Longchamp's leather craftspeople

SDGs
RELATED:



81%

OF MATERIALS purchased (turnover) lower impact* (certified, recycled)

*by weight in 2023

83%

OF PARTNERS in the supply chain assessed by Ecovadis**

**among the partners of Longchamp that account for 80% of its turnover.



THREE QUESTIONS FOR DAVID BURGEL

WHAT SETS LONGCHAMP'S EXPERTISE APART AND HOW IS IT PASSED ON?

Longchamp's expertise is a vital part of its DNA as a company, and what sets it apart is the pursuit of excellence based on the passing down and mastering of our manufacturing processes.

“To ensure that skills survive over time and improve our techniques, we have implemented a peer mentoring and training system in our workshops.”

This enables us to support new arrivals in reaching the standards expected by the Maison. Our teams of leather craftspeople are fully committed to helping one another and passing knowledge on!

In the same vein, we build strong relationships based on longevity and partnership with our suppliers and subcontractors. They visit our workshops and we meet them on a regular basis. More than 80% of our subcontractors have worked with us for over 10 years.

HOW DOES SUSTAINABILITY FACTOR INTO THE MANUFACTURING OF LONGCHAMP PRODUCTS THROUGHOUT THE VALUE CHAIN?

Our primary concern is to ensure that we are working with high-quality materials that will make the product last as long as possible. In terms of time and wear and tear, our customers put our bags to the test...

Our expertise involves striking the right balance between sustainability and durability on the one hand, and the beauty of the leather and materials on the other.



DAVID BURGEL
Industrial director

These standards are reflected in our manufacturing process: numerous tests enable us to ensure that both the materials and assembly components used meet all our sustainability requirements.



THE 4 PILLARS OF CSR FOR LONGCHAMP

“Beyond their initial quality, we are delighted to be able to prolong the life of our products through our after-sale service workshops, where a Longchamp bag, be it one or even 40 years old, can be refurbished.



WHAT ARE YOUR MAIN BREAKTHROUGHS IN TERMS OF PRODUCT DESIGN AND SELECTING MATERIALS AND REDUCING THEIR IMPACT?

Firstly, we are firmly committed to reducing over-consumption. To achieve this, we fine-tune our sales and production forecasts in order to avoid excess stock at the end of the season. We then work on whatever means we have (design, mixing products, new cutting technologies etc.) to reduce the amount of scraps we are left over with.

We work hard to keep the mindset, i.e. avoiding any waste, that Longchamp has had since the very beginning. Philippe Cassegrain himself had this in mind when mixing small and large products!

Regarding our choice of materials, all the canvas fabrics we use for our creations are recycled and recyclable, and all the leather we source is LWG-certified.

In terms of eco-friendly product design, we have begun carrying out life-cycle analyses on our ranges to identify areas for improvement. We already design our luggage items so that parts that wear out, such as wheels for example, can be easily repaired by our after-sale service. We still have a long way to go but designing sustainable products that last is a major strength for us: it means they can have more than one life!



THE 4 PILLARS OF CSR FOR LONGCHAMP



PASSING DOWN AND ENHANCING EXPERTISE IN OUR WORKSHOPS

Training and passing on in-house expertise

Since 1948, Longchamp's know-how and expertise have been rooted in the exceptional way it works with materials, particularly leather (the Maison's signature material), to create exquisite bags and luggage items. This expertise is the fruit of the knowledge that the men and women working with leather on a daily basis in the Maison's workshops have passed down from generation to generation.

Committed to helping its employees develop and expand their skills and autonomy, Longchamp launched an internal training programme for staff working at its industrial sites in 2023. Known as AFEST (Action de formation en situation de travail [*Training in the workplace*]), this programme aims to develop excellence in leather craftsmanship in Longchamp's workshops in France.

Focus: the AFEST programme

Longchamp mapped out a number of key industrial skills and identified experts for each of them. These experts were then trained to support learners, i.e. to become trainers.

Thanks to AFEST, 69 specific skills were identified and 53 members of staff from among Maison Longchamp's leather craftspeople were trained as trainers.

Two training programmes were set up: one for leather craftspeople joining the Maison's workshops; and a second for existing employees to enable them to acquire new skills and learn how to make new products. Longchamp's aim is to expand this training programme to its production sites in Tunisia and Mauritius.

"I started off doing preparation work, i.e. gluing or marking logos, then I joined an assembly workshop doing tabletop work. I arrived at the Château Gontier site 5 years ago, I developed multiple skills and I have now been a line manager for a year. We are currently working on a new line of bags. It is such a great, varied job and there are so many things to learn! Personally, I love working with leather and beautiful products."

SONIA GUILLET,

Leather worker at Château Gontier site



THE 4 PILLARS OF CSR FOR LONGCHAMP



PROMOTING THE ECO-DESIGN OF OUR PRODUCTS

Entreprise du Patrimoine Vivant (Company of Living Heritage) label

This label, issued under the authority of the Ministry of the Economy and Finance in France (awarded for a renewable period of five years), can be awarded to any company with “economic heritage, consisting in particular of rare, renowned or ancestral skills which draw on a mastery of traditional or technically advanced techniques, and restricted to a particular geographical area”*.

Longchamp was awarded the EPV label for the first time in 2007. Renewed in 2023, this label recognises 1500 companies that contribute to France’s international standing.

This label of excellence rewards the talent and dedication of the Maison’s teams, and is a mark of quality and a lasting commitment to all its stakeholders.

*Article 23 of Law supporting SMEs of 2 August 2005

Analysing the life-cycle of products

Ever-conscious about the quality and sustainability of its products, Longchamp now evaluates their environmental impact through life-cycle analyses (LCAs), from raw materials to end-of-life. In 2023, the Maison carried out LCAs on its ready-to-wear garments and shoes based on data from the ADEME (*French Agency for Ecological Transition*). Over the next few years, this approach will be extended to all product ranges, particularly leather goods. Since 2022, Longchamp’s marketing and design teams have been trained in eco-design to minimise the impact of new products.

Putting materials to good use

The Maison’s designers, modellers and leather craftspeople work together to optimise the use of leather and reduce waste. Firstly, numerous tests are carried out on materials and finished products to ensure that they can stand the test of time. In addition, modelling and the use of technology help to reduce the amount of leather wasted. For example, since late 2023 at the Château-Gontier (Mayenne) site, our leather craftspeople have been aided by digital tools that allow them to optimise the placement of leather pieces being cut and to remove unusable parts. Lastly, Longchamp mixes production of small leather goods and leather bags in order to use as much of the leather as possible and strives, through its Le Pliage® Re-play range, to make use of dormant stock.



THE 4 PILLARS OF CSR FOR LONGCHAMP



Focus: Le Pliage® Re-Play, breathing (new) life into canvas fabrics in stock

Drawing creative inspiration from the “dormant” nylon in stock, the Le Pliage® Re-Play range gives new life to unused materials.



Choosing more sustainable materials

Staying true to its approach of selecting authentic and sustainable materials while promoting innovation, Longchamp has, for several years, used canvas fabrics derived from recycled waste (plastic bottles, fishing nets, industrial waste etc.).

Testament to this are the My Pliage Signature (2019), Le Pliage Green (2021), Le Pliage Energy (2022), Le Pliage Original and Boxford (2023) ranges. Some clothing collections also incorporate recycled materials, e.g. the Longchamp x D'heygere poncho made entirely from recycled nylon.

For leather, Longchamp is backed by the Leather Working Group, an independent organisation which certifies the environmental and social approach of its tanners by assessing water and waste management, air quality and commitment to society. In 2023, 79% of the leather purchased by Longchamp was certified “Gold” by the LWG, the highest assessment rating it provides.

The Maison aims to have 100% of its leather certified Gold.

For cotton and silk, the Maison sources as much as possible from GOTS-certified suppliers and has taken steps to obtain this certification itself.

100%
OF DESIGN AND
MARKETING TEAMS
TRAINED IN ECO-DESIGN



79%
OF THE AMOUNT OF
LEATHER
PURCHASED BY LONGCHAMP
CERTIFIED GOLD



100%
LWG-CERTIFIED GOLD
IS THE GOAL



THE 4 PILLARS OF CSR FOR LONGCHAMP



IMPROVING THE TRANSPARENCY OF OUR SUPPLY CHAIN

Keeping consumers informed

In 2023, Longchamp launched the “Unfold” project aimed at providing its customers with maximum transparency regarding its supply chain and products: this information includes origin of raw materials, manufacturing information, certifications and labels, product authentication, composition and care instructions, and environmental impacts.

All of this information can be accessed by consumers by scanning the QR code on the product label. Made possible by long-term relationships built on trust with its suppliers, this labelling enables Longchamp to reaffirm its commitment to the quality and transparency of its products.

Focus: how does Unfold work?

Specifically, each of the Maison's suppliers feeds a database with detailed information that is stored and shared using secure blockchain technology. To ensure the transparency and impartiality of this information, Longchamp has no control over this database. Unfold also calculates a life-cycle analysis (LCA) of products in order to reveal their environmental impact. All this information can be accessed by consumers via a dedicated platform.

Responsible purchasing

All of Longchamp's subcontracted partners are evaluated by Ecovadis, which acts as an independent third-party auditor. The methodology used, based on international CSR standards, allows us to determine the maturity of suppliers and how they align with Longchamp's responsibility goals. The longevity and quality of the relationships that the Maison builds with its partners over time justify its support for bespoke CSR action plans and, as such, enable a more sustainable common vision.

Focus: origin of leather

Longchamp leathers come from animals bred in Europe, Africa and the Americas for food consumption only. Longchamp verifies the origin and animal-rearing conditions and, specifically, that the process does not contribute to deforestation, particularly in the Amazon. Longchamp has also banned the use of furs and exotic skins.

100%
OF READY-TO-WEAR
PRODUCTS AND FOOTWEAR
BEAR THE UNFOLD LABEL





PILLAR 3 OUR PLANET



THE 4 PILLARS OF CSR FOR LONGCHAMP

**WE MAKE THE MOST OF OUR RESOURCES AND ADAPT THEM TO
OUR WORK IN ORDER TO PROTECT THE ENVIRONMENT
WHILE MEETING THE NEEDS OF YOUNGER GENERATIONS.**



Aware of the need to limit the impact of its business on the environment, in 2023, Longchamp carried out its first Group-wide carbon footprint to provide the “snapshot” needed to determine the priorities on its path towards decarbonisation. In addition, the Maison raises awareness among all its teams by providing Climate Fresk training, promoting understanding and collective action as a result. Longchamp also strives to reduce its physical footprint by paying particular attention to reduc-

ing energy consumption and optimising its use of transport and logistics.

Finally, staying true to the sustainable thinking behind them, Longchamp encourages owners of its products to use and care for them in a way makes them last, and offers customers a repair service. The Maison also ensures that any waste it cannot avoid is processed in the most circular way possible.

64%

OF THE CO₂ EMISSIONS IN
Longchamp's carbon footprint
come from the purchase of raw
materials, of which leather has
the greatest impact

572

METRIC TONS
of waste recycled /
upcycled*

*at the Segré, Château-
Gontier and Ernée
industrial sites

60,000

PRODUCTS REPAIRED
in 2023 in 33 repair
centres*

*33 repair centres across all
our major markets.

SDGs
RELATED:



THREE QUESTIONS FOR ADRIEN CASSEGRAIN

WHAT ARE THE KEY FINDINGS FROM LONGCHAMP'S FIRST CARBON ASSESSMENT?

In carrying out our first carbon assessment using the GHG Protocol methodology, we wanted to go a step further than the regulations. The first finding is that our direct emissions are very low. Most of our impact comes from indirect emissions, primarily our raw materials.

“We knew that leather had a significant impact, but now we know more about its footprint: it accounts for more than 40% of Longchamp’s overall environmental footprint.”

Although some methodologies consider it a waste product from the food industry, we did not factor it into our calculations in this way, as it did not seem honest. We wanted to factor in emissions from livestock farming into our calculations. This “burden”, if you will, reinforces our belief that we must use the material in the best way and not to compromise on the quality of what we make. What’s more, this impact affects the entire value chain we work with over the long term.

HAVE YOU IDENTIFIED YOUR PRIMARY AREAS OF FOCUS FOR AN IMPACT-REDUCTION STRATEGY?

Everything is connected, so there are bound to be actions we need to take in different areas and at different points in our value chain. The work carried out gives us a better understanding of the issues we face. Our goal is to develop a comprehensive decarbonisation pathway by 2024, based on an action plan with objectives and relat-

ed means. To this end, we are making progress in calculating the life-cycle analyses of our products and have already begun using recycled materials. In order to get all employees involved in these efforts, we are currently in an awareness-raising and upskilling phase. We need to understand how to set things in motion collectively, because individually our actions have little or no transformative effect.



ADRIEN CASSEGRAIN
Director of Transformation
and CSR



THE 4 PILLARS OF CSR FOR LONGCHAMP



HOW IS LONGCHAMP COMMITTED TO ENSURING THAT ITS PRODUCTS LAST OVER TIME?

To make sustainable products that last, we select the best materials and put their quality and physical strength to the test. And, thanks to our after-sale service, we have always been able to extend their life. Although this is anecdotal, we sometimes receive bags that are decades old and are still able to repair them!

Another aspect of our expertise that enhances the longevity of our products is the design work that goes into them. These styles stand the test of time. This creates second-hand value for our products, even though we are not directly involved in this.

“We believe that making sustainable products that last is our responsibility; this is what our customers come to Longchamp for.”



THE 4 PILLARS OF CSR FOR LONGCHAMP



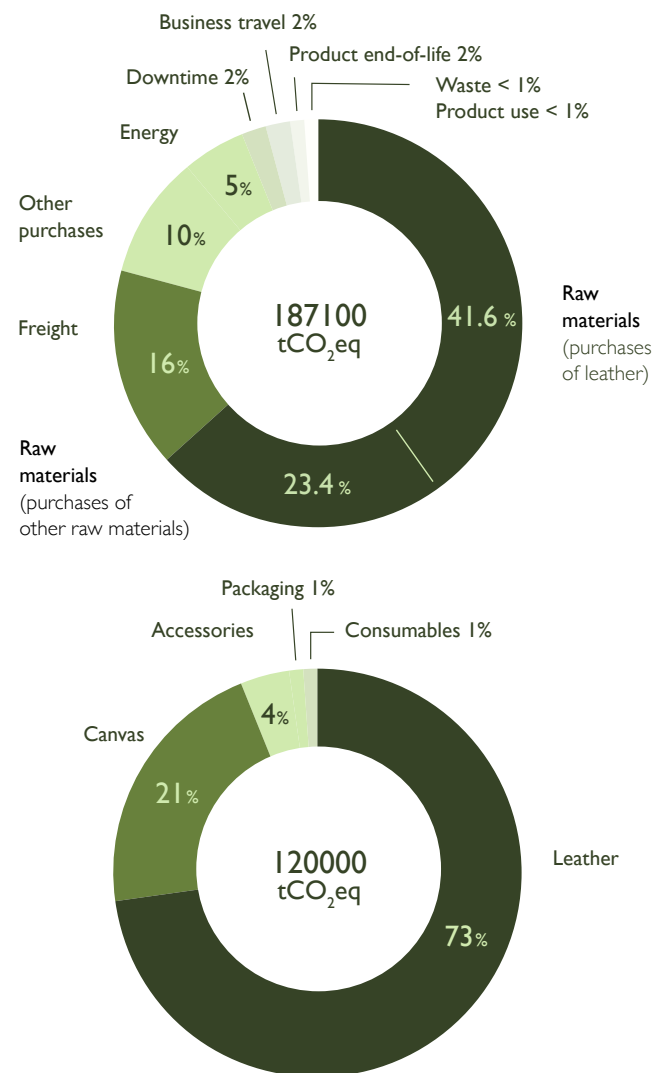
ASSESSING AND RAISING AWARENESS OF CLIMATE ISSUES

Assessing and developing a strategy

In 2023, Longchamp carried out its first carbon assessment using the GHG (Greenhouse Gas Protocol) methodology, which provides a framework for measuring and accounting for greenhouse gas emissions. The main findings are that most of the Maison's impact comes from its indirect emissions, particularly the purchasing of raw materials, while its direct emissions (area 1) are low.

Raw materials account for almost 2/3 of Longchamp's overall footprint. Leather alone accounts for 41.6% of Longchamp's total emissions (impact linked to livestock farming). This is followed by logistics, which accounts for 16% of Longchamp's total emissions (air freight being the biggest contributor), then energy consumption (5%).

For a number of years now, Longchamp has encouraged the use of canvas fabrics from recycled materials and leather certified by the LWG, one of the main aims of which is reducing chemical impact. This initial overview, which will be followed by a second carbon assessment in 2024, is a prelude to strategic impact-reduction guidelines whose targets will be set in 2025. This first Group-wide assessment reinforces the Maison's belief that we must use raw materials in the best way, a constant concern since its inception.



THE 4 PILLARS OF CSR FOR LONGCHAMP



Focus: impact of leather

Measuring the impact of leather is fairly complex. Certain methodologies consider leather a waste product from the food industry, which reduces its impact in calculations (e.g. ADEME methodology), while others incorporate the related impact of livestock farming. Longchamp has opted for the latter. Data on the impact of tanning is almost non-existent, so we have to rely on best assumptions here.

Keen to reduce both the amount of CO2 it emits and the risks of deforestation linked to livestock farming, the Maison is improving traceability systems for the leather it uses, demanding full transparency from its suppliers at every step, right up to slaughter.

Longchamp also ensures that the leather it chooses comes from farms that rear and slaughter their animals on site in areas far away from deforestation zones.



Raising awareness for collective action

Better understanding for effective collective action: this is what motivated the Maison to launch, in 2023, its first series of "Climate Fresk" workshops with its design and product-marketing teams. These workshops will continue in 2024.

100% 
OF DESIGN AND
PRODUCT-MARKETING
TEAMS
TRAINED IN "CLIMATE FRESK"

100% 
OF HEAD-OFFICE
STAFF
BY 2024 (GOAL) AND ROLLED
OUT TO ALL SUBSIDIARIES
AND INDUSTRIAL SITES



THE 4 PILLARS OF CSR FOR LONGCHAMP



REDUCING OUR ENVIRONMENTAL FOOTPRINT

Renovation of buildings and green spaces

Longchamp has always taken the quality of its production sites into account, ensuring that they are integrated effectively into their surroundings and that employees enjoy a decent quality of life at work. With this in mind, the Segré (Maine-et-Loire) workshops were renovated in 2021. The 8000 m² of façades are now better insulated and allow in more natural light, reducing the amount of energy the complex consumes as a result.

In terms of green spaces, 12,500 trees have been planted since 1996. 85 different species can be found here, including an orchard and hedgerows typical of the landscapes of western France. This vegetation helps to reduce temperatures and capture water and CO₂. In 2020, beehives were also installed to help preserve biodiversity.

Responsible energy management

Since 2017, in Longchamp workshops and stores, all the lighting has been gradually replaced by LEDs, which consume less energy. Heating and air-conditioning setpoints can also be used to help keep energy consumption under control.

Lastly, Longchamp adopts a responsible lighting system in its stores: lights are only turned on for one hour before opening and one hour after closing, a unique practice in its sector.

Reducing the impact of transport

While 97% of Longchamp's freight impact is linked to air transport, the Maison is working to regionalise its production so that its manufacturing sites are close to customer-catchment areas and transport distances are reduced. Thanks to this regionalisation, in 2023, 5000 metric tons' worth of CO₂ emissions were avoided for raw-material deliveries and 2000 tons for finished-product deliveries. Longchamp is also committed to using maritime transport as soon as possible. To this end, Longchamp is exploring alternative modes of transport, as demonstrated by its collaboration with the upcoming Neoline transatlantic route project aimed at reducing the carbon impact of maritime transport by 90% by using wind-powered cargo ships. Currently in development, the first crossings of these cargo ships are scheduled for 2025.

“As a long-standing user of maritime transport for our exports to the United States, our agreement with Neoline is naturally aligned with our overall decarbonisation drive.”

MARIELLE COCHARD,
Supply Chain Director for Longchamp



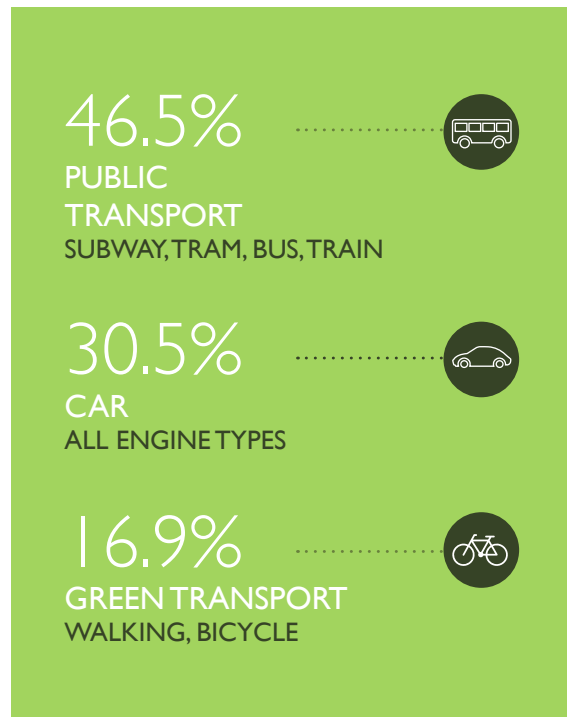
THE 4 PILLARS OF CSR FOR LONGCHAMP



PROMOTING CIRCULARITY

With regard to responsible business travel, Longchamp has established clear rules in its travel policy. Employees are asked to check whether they need to travel at all, to travel by train rather than plane for journeys shorter than four hours and, lastly, to use public transport rather than taxis.

Transport used by employees in 2023



Sustainable, repairable products

Longchamp designs and manufactures sustainable everyday items whose material and workmanship undergo numerous strength tests before they go on sale. Customers are also provided with care instructions. In the same vein, the Maison also provides a repair service (after-sale workshop) for its products. If a product is subject to wear and tear or is damaged accidentally, the Maison's workshops or partners do everything possible to refurbish the product at the best possible cost. This practice is vital for Longchamp, as it enables the brand to reduce the impact of products whose life has been extended by repair work. This also allows it to improve its products by observing how their day-to-day use by customers is evolving and by gearing product design towards greater interchangeability of parts that are subject to wear and tear.

Focus: repairs at Longchamp

Longchamp allocates product repair work based on the geographical area the product is located in. In France and Europe, the Segré workshop is the main repair centre, but the Maison also has subcontractors and partners able to carry out certain repairs in 33 centres around the world. 60,000 items are refurbished each year.





A circular approach in France

For Longchamp, materials of all types are precious. As such, the Maison looks for ways in which all consumables (cardboard, cups) and waste (plastics, metals, etc.) can be recycled. Longchamp also ensures that soiled waste, such as rags, is cleaned and reused.

Within this recycling chain, players active in the social and solidarity economy (SSE) work to help people who face challenges into work. Longchamp uses ESATs (establishments that help disabled people into work) to collect some of its waste and make a profit from its resale (cups, paper, metals etc.).

Focus: leather scraps

Leather is a difficult material to reprocess and, as yet, there is no dedicated recycling channel for leather waste. In 2024, Longchamp will contribute to a sector-based task force within the CTC (a research and solutions organisation for the tanning and leather industry in France) dealing with this issue.

The Maison has already implemented a policy of donating its leather scraps, which can still be used as material. These are donated to schools or associations for projects, to artists and even to start-up companies for use in products or artworks.

100%



OF PLASTICS,
CARDBOARD, PAPER,
METALS, CUPS, CANVAS
FABRICS AND WOOD ARE
RECYCLED OR REUSED IN
WORKSHOPS IN FRANCE.







THE 4 PILLARS OF CSR FOR LONGCHAMP

WE SUPPORT WOMEN AND GIRLS WITH THEIR EDUCATION AND PROFESSIONAL AND ARTISTIC GOALS



Women's independence is a key value for Longchamp, one it holds dear. The Maison maintains this value in-house with its teams and wishes to take it even further through its commitments to society by supporting women and girls with their education and achieving their professional and artistic goals. Creative curiosity and being open to meeting new people are also a fundamental part of Longchamp's identity. This takes shape in the Maison's interactions with artists and craftspeople. It draws

inspiration from these and supports creation and creators, doing so—from an institutional point of view—through its support for ANDAM, through collaborations that bring a fresh vision to its products, through ties that the Maison has established with talented artists and craftspeople, and by adorning its stores with works to shine a light on artists and their work.

1971

1ST COLLABORATION
with artist
Serge Mendjisky

220 MORE

ARTWORKS
on display and 80 artists
represented in Longchamp
stores in 22 countries
worldwide

17

YEARS
of partnership,
beginning in 2007,
supporting French
creation with
ANDAM and
€60,000 donated
to ANDAM in 2023

SDGs
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THREE QUESTIONS FOR SOPHIE DELAFONTAINE

CAN YOU TELL US ABOUT THE MAISON'S COMMITMENTS TO SOCIETY?

First of all, we are firmly committed to women. At Longchamp, women are independent.

We are also committed to devoting special attention to gender equality and women's empowerment. This takes shape in our workshops, where we offer—to our female leather craftspeople in particular—certified training courses designed to give them greater autonomy in their work and day-to-day lives.

This is also the case when we work with Anaka, an NGO involved in empowering women through work in Madagascar. Our partnership will continue in 2024.

HOW DOES LONGCHAMP PUT ITS CREATIVITY TO WORK FOR WOMEN AROUND THE WORLD?

For me, the idea of respect is a core issue. We work hard to create products that make Longchamp women feel beautiful... and like they can ride strong all day long!

“I hope that our products and clothing allow women to feel confident in the image they have of themselves.

So many women experience what is known as “imposter syndrome”, not trusting in themselves or holding themselves back. I want our products to make them feel strong when they get dressed in the morning.

THE MAISON IS ALSO COMMITTED TO SUPPORTING CREATION. HOW DOES IT DO SO?

We want to bring Longchamp's values of authenticity and energy to life through our support for creation and creators, whether they are novices or established names.

This is achieved in a number of ways, first and fore-



SOPHIE DELAFONTAINE
Artistic director

most through our institutional partnership with ANDAM, which we support financially and through which we have been supporting young talent for over 17 years. And secondly, through business partnerships with renowned artists who encourage us to take a fresh look at what we do.



THE 4 PILLARS OF CSR FOR LONGCHAMP

In addition, shining a light on and supporting young creators and craftspeople play a key role too.

We are very committed to showcasing beautiful, exceptional work. For example, we ordered wicker baskets from Jean-Marc Blanchard, France's best basket-maker based in Fayl-Billot, a centre of bas-

ket-making in France, as a way of promoting and preserving this traditional French craft.

Elsewhere, we highlight the work of many artists whose approach and values we share, such as, for example, Sonia Laudet, a French designer who has a strong vision regarding the circularity of materials and has elevated scraps of leather in a number of works that we display in stores around the world.

“Our stores combine cultures and knowledge, and showcase art and creation as a universal language. We make them places where feelings can be shared.”



THE 4 PILLARS OF CSR FOR LONGCHAMP



SUPPORTING WOMEN

Women's independence is a value championed by Longchamp and contributes greatly to gender equality.

The Maison, too, makes sure that its female employees are autonomous and independent. Recognising the place, rights and specific needs of women within the company and, more broadly, in society are causes that the Maison holds dear.

As part of the FEMMES project, launched in 2023, 800 members of the Maison's teams at its industrial site in Segré were invited to an inspiring screening of Anastasia Mikova's film WOMAN. This provided an opportunity for productive discussions on the place of women in the world and to present themes that Longchamp is firmly committed to.

Combating violence against women

The Maison has reaffirmed its commitment to combating sexist and sexual violence, both in the workplace and society at large, through concrete steps such as the introduction of an emergency procedure for female employees who may be victims of domestic violence (France) and the renovation of sheltered housing for women who are victims of domestic abuse (Tunisia).

Supporting parents

Parenting issues are addressed through workshops designed to support parents, particularly mothers: e.g. how to balance your role as a parent with your work. In addition, Longchamp's maternity and paternity leave policy is to offer, in every country in which the company is present, leave that is at least equivalent to the standard periods offered in France. As a result, maternity leave has been improved for young parents in 19 countries.

Focus: empowering women through work in Madagascar

In 2023, Longchamp teamed up with NGO Anaka in Madagascar, whose work includes educating children and empowering women through work. Access to independent sources of income is key to women's liberation here. Also, in terms of biodiversity, this NGO contributes to the regeneration of primary rainforests and the protection of lemurs, a species endemic to the island. This partnership with Anaka's craftswomen led to the creation, in 2023, of Le Pliage® baskets woven from palm leaves and net bags with crocheted daisies. Other projects with this NGO are underway for 2024.



THE 4 PILLARS OF CSR FOR LONGCHAMP



SUPPORTING CREATIVITY

Supporting creation on an institutional scale, Longchamp is a partner of ANDAM (National Association for the Development of the Fashion Arts).

Supported by the French Ministry of Culture and DEFI, ANDAM has been working for 35 years to bring together institutional and private players in the fashion industry to develop initiatives that support young designers and promote Paris as one of the world's go-to fashion capitals. Each year, a jury—of which Sophie Delafontaine, Artistic Director of Longchamp, is a permanent member—awards five prizes to young designers shaping the future of French fashion. As well as recognising these young talents, the competition provides financial support and a real springboard for career development by helping the winners to develop their businesses.

Longchamp has partnered with ANDAM since 2007. The jurors take it in turns to mentor the winners, with Sophie Delafontaine mentoring the winners of the Pierre Bergé prize for 18 months in 2021. This support can take a number of different forms, including access to the Maison's materials library for the winners' own creations, presentations of their work alongside the Maison's products at press events, displays in Longchamp stores and networking with Longchamp suppliers, for example.

Focus: the ANDAM competition

At the beginning of each year, candidates for the competition submit their applications. In spring, the jury selects the eligible candidates. The finalists then work on a dossier and a business plan, which they present to the jury in June. The winners of the 5 prizes* are then honoured during Paris Fashion Week in September. At the end of the year, they work with their mentors for several months while benefiting from the support of the ANDAM network. Longchamp makes its materials library available to all the finalists every year.

*Grand prize and special prize, Pierre Bergé prize, accessories prize, innovation prize.

Supporting schools, donating materials

To encourage creativity, Longchamp has created an online form—chutes.fr—that allows employees and their families, schools near its workshops and organisations to request canvas fabric or leather scraps. Longchamp also encourages entrepreneurship (particularly among women) in the leather goods sector and offers offcuts from its stock at motivational events.



THE 4 PILLARS OF CSR FOR LONGCHAMP



SUPPORTING ARTISTS AND SHARING CREATIVE WORK

Artistic partnerships have been part of the Maison's history since its logo—entrusted in 1948 to Turenne Chevallereau, a renowned illustrator at the time—was created. Today, a number of these are business ventures too, with lines entrusted to emerging designers or renowned artists, with cutting-edge style at the fore every time. These partnerships can also bolster visibility for talented artists, with purchases of works displayed in Longchamp stores making art accessible to all.

2023: meaningful business partnerships

Longchamp x Stéphanie D'heygere

Winner of an ANDAM prize in 2018, the Belgian designer worked with the Maison in 2019 and again in 2023 on a particularly meaningful collection. Sustainability-wise, the garments are made from recycled fabric, they fold like origami for greater practicality and, for greater inclusivity, the cuts are designed to fit both men and women.

Longchamp x Toiletpaper collaboration

The pair of artists behind the Toiletpaper modern art magazine came up with a line of Le Pliage® bags that give the brand's signature codes a humorous twist.

Longchamp x Robert Indiana collection

Sporting the colours and signature "LOVE" image of the iconic pop artist from the 1960s, this version of the Le Pliage® model is also made from recyclable fabric, celebrating art in an eco-friendly way.

Artworks in Longchamp stores

The Maison's stores are the perfect place to bring art and its admirers together. Also, to bolster visibility for all talented artists, Longchamp provides space for both renowned and emerging creators who deal with important societal issues through their work.

Sonia Laudet and circularity

French artist Sonia Laudet operates at the crossroads of art and design. Her work is rooted in the use of salvaged materials, scraps and neglected fabrics. In keeping with the notion of circularity, she has created unique pieces with leather scraps for Longchamp.

Pia Chevalier and sustainability

Artist and designer Pia Chevalier creates objects in her Paris studio that are somewhere between one-off pieces and objets d'art. Much like Longchamp cherishes leather and its natural appearance, she appreciates a material's imperfections and its tendency to change over time, giving it an unexpected, lasting dimension.



THE 4 PILLARS OF CSR FOR LONGCHAMP



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IMAGE CREDITS

BY ORDER OF APPEARANCE

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New York), Tom Johnson Studio, Ed Aked, Neo, Louise Meylan, Lou Levy, Laurent Rebours (actu. fr), Gary Schermann, Matteo Montanari, Quentin De Briey, Sonia Laudet, Pia Chevalier, Stéphanie Courquin, Alex Socks, Valentin Herfray.



