

## Institut Français de la Mode (IFM) and Kering launch the "IFM - Kering Sustainability Chair"

*Paris, November 14, 2019* - Institut Français de la Mode today inaugurated the "IFM - Kering Sustainability Chair", attended by François-Henri Pinault, Chairman and CEO of Kering and Xavier Romatet, Dean of IFM.



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The Chair will seek to create a first-class research and teaching center in the fashion industry, incorporating all aspects of sustainability and corporate social responsibility (CSR).

The Chair position is headed up by Ms. Andrée-Anne Lemieux, Doctor of Industrial Engineering and Professor in charge of all sustainability-related initiatives at Institut Français de la Mode. This Chair will focus their scientific research on a wide range of topics related to sustainability, from traceability to measurement as well as eco-responsible business models. Aspects of creative ecology will also be studied in order to identify ways in which creative teams can develop ecological fashion and

propose new sustainable creative offerings that are highly attractive, while developing tools for measuring and appropriating environmental and social issues.

Commenting, Xavier Romatet, Dean of Institut Français de la Mode, said: "*The IFM - Kering Sustainability Chair is an integral part of the strategy of Institut Français de la Mode. It means students can develop a 360° understanding of the challenges of sustainability, so that they can participate as future professionals in the industry's transformation.*"

The Chair's research work will include mentoring doctoral students on university theses, contributing to scientific publications and participating in conferences related to the Chair's program and issues.

Training modules dedicated to responsible fashion (ready-to-wear, shoes, leather goods, accessories and jewelry) will be developed for training courses ranging from CAP to Bac+5 (French vocational qualifications through to Master's level) in creation, management and know-how as well as for continuous training for companies. An active learning methodology will make it possible to approach sustainability through the environmental, social and societal aspects relating to business models, supply processes, innovations, materials, manufacturing processes, and consumers.

*"Research and education play a crucial role in changing the practices and models of the fashion industry. At Kering, these are key pillars of our sustainability strategy because we believe that it's our duty, as a luxury group, to address the generations that will craft tomorrow's fashion. I am pleased that Kering is partnering up with IFM to create a designated Sustainability Chair position and I am convinced that the research and findings will provide concrete results to help transform our industry,"* commented Marie-Claire Daveu, Chief Sustainability Officer and Head of International Institutional Affairs at Kering.

### About Andrée-Anne Lemieux

With a PhD from Polytechnique Montréal and a PhD in Industrial Engineering from ENSAM, Andrée-Anne Lemieux has devoted her thesis to transformation and innovation through lean management and agility in the fashion and luxury industry.

After 15 years' experience in operational management positions in product development, purchasing, marketing and retail in the fashion and luxury industry (Cartier, Ogilvy, Jones New York, Nine West,...), Andrée-Anne Lemieux has a 360 degree vision of business. She currently focuses on higher education and research at Institut Français de la Mode on the subjects of sustainability and CSR in fashion and luxury.

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