### Needs

The desire to **map the brand’s supplier base** in order to obtain precise information on both factories and the **impact** of its production.

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### Solution

**Supplier mapping** to develop a network of **committed, certified factories**. A solution that enables ba&sh to evolve rapidly.

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### Benefits

Knowledge of its supply chain to facilitate **strategic smart sourcing** and a **transparent approach** to build customer loyalty.

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### Needs

The search for a scalable tool

- **The need to scale up**
  Sensitive to CSR for several years, ba&sh has taken up the challenge of traceability and impact measurement for its products with determination. After mapping tier 1 of its supply chain internally, the brand was looking for a **tool to scale up its CSR strategy** and work on the origin of sourcing. A valuable opportunity to **strengthen ties with its partner factories** and involve them in a responsible initiative!

- **Measure impact to make decisions**
  The **multi-criteria lifecycle assessment** of its products was an unexplored area for the brand, which aspires to understand and improve its social and environmental impact as part of its **Blossom philosophy**.

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### Company’s turnover

<table>
<thead>
<tr>
<th>Company’s turnover</th>
<th>Number of SKUs analyzed by Fairly Made®</th>
<th>Number of stores worldwide</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>250 M€</strong></td>
<td><strong>400</strong></td>
<td><strong>292</strong></td>
</tr>
</tbody>
</table>

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*Fairly Made® is a turnkey solution for committing our suppliers to sustainability. For our customers, it represents a privileged means of communicating with even greater transparency, and of discussing our CSR challenges.*

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Julie Hamadouche,
Sustainability Manager at ba&sh
A turnkey solution to accelerate the project

The collaboration between ba&sh and Fairly Made® got off to a promising start in 2022. Initially, 30 flagship products were selected by the brand for this initial Autumn-Winter 2022 season. This starting point launched the collaboration for the teams: Fairly Made® set up an onboarding with the brand as well as an onboarding with suppliers to make sure everyone understood the process and to help the teams launch this first traceability project. This is the starting point for using the platform!

Supplier relations

Thanks to a structured process and the support of our experts, the ba&sh team has achieved greater visibility of its production lines. Despite the increase in the number of references analyzed, the traceability score has remained stable. This illustrates the efforts made to engage suppliers in this transparent approach. With regard to certifications, for example for cotton, viscose and mills, ba&sh requires high scores and relies on the supplier mapping provided by Fairly Made® to ensure that its supplier base reflects its values.

Solution

Supplier mapping to align values

- Product analysis

Fairly Made® introduced a multi-criteria analysis and an environmental score to assess ba&sh products more accurately and thoroughly. The project quickly paid off: in just two seasons of collaboration, ba&sh was able to increase the number of products analyzed from 30 to 300. To go even further, the brand has set an ambitious target of analyzing no fewer than 400 products by the end of 2023 and 1,000 products by the end of 2024.

<table>
<thead>
<tr>
<th>Ambitious traceability goals</th>
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<tbody>
<tr>
<td>• 400 products analyzed by end 2023</td>
</tr>
<tr>
<td>• 1,000 products analyzed by end 2024</td>
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Solution

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Benefits

A more transparent approach and new opportunities

- **Multiplying knowledge**
  Thanks to this collaboration, ba&sh has been able to identify and integrate more and more suppliers, strengthening its global understanding of its production network. 67% is the percentage of certified factories working with the brand. With each new round, the number of suppliers known to ba&sh has quadrupled. Overall, the number has increased tenfold.

- **Even more exhaustive communication**
  Ba&sh can now communicate even more transparently, shedding light on the two points most frequently raised by its customers: product origin and production conditions. This initiative has boosted consumer confidence and enabled ba&sh to develop a new narrative focused on sustainability. In addition, ba&sh invests in training its sales force to familiarize them with the use of QR code scans, enabling them to provide detailed information to their customers. In one quarter, ba&sh’s QR codes were scanned almost 500 times!

- **A smarter approach**
  Knowledge of its supplier network has enabled ba&sh to make progress towards compliance with the AGEC law and to prepare for the law on environmental labeling. The collaboration has also given the brand the opportunity to redirect its sourcing according to the results obtained: a smart sourcing opportunity that opens up many possibilities, such as participation in initiatives and working groups.