SMCP joins forces with Fairly Made on supply chain transparency

February 23, 2022

SMCP has announced a link-up with French start-up Fairly Made, making it “one of the first accessible luxury brands to offer its customers detailed and transparent information on the traceability of its products”.

The owner of Sandro, Maje, Claudie Pierlot and Fursac said that by 2025, it intends to attach a QR code to all products sold by the four brands, “allowing full traceability of each product”. That means information on the country of origin of each material, the number of kilometres travelled, the location of manufacture and more.

A pilot will start this season with more than 40 references traced by the brand. Fairly Made will be responsible for collecting information from all suppliers involved at all stages of the production chain, processing the information and calculating a traceability score.

It’s an important development given how focused consumers are on the brands they buy from being seen as transparent and not causing environmental or ethical problems in their supply chains.

But in addition to simply providing transparency to its customers, the company said the partnership will enable the group’s brands to analyse the data continuously and hopefully improve further as they optimise the impact of their supply chain.

It’s all part of the firm’s One journey strategic plan through to 2025, which includes a strong CSR dimension and calls for ethical sourcing. Other targets include the reduction of CO2 emissions through the increasing use of eco-friendly materials, the reduction of air shipments and “the widespread implementation of less energy-consuming store concepts”.

Sandro