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### **BHV MARAIS joins the Go for Good movement for more sustainable retailing and unveils its “Home Good Home” dedicated retail operation**

BHV MARAIS is accelerating its transition to more sustainable retailing and joins the Go for Good movement kicked off by Galeries Lafayette group in 2018. By making this initiative the focus of its corporate strategy, BHV MARAIS is stepping up its CSR efforts and aims to have 25% of its products labelled Go for Good by 2024.

To mark the occasion, over 400 brands and 10,000 products from the Home, Interior Design, DIY, Fashion & Beauty departments will be showcased both in-store and online via the retail website [www.bhv.fr](http://www.bhv.fr). Specific signage will ensure that they are easily identifiable. This selection spotlights products that are eco-friendly, locally manufactured, or support good causes.

To celebrate this commitment, the rue de Rivoli's department store unveils a dedicated retail operation called “Home Good Home”, which will take place from August 26 to September 30. An eco-designed linen theme - created in collaboration with the European Confederation of Flax and Hemp (CELC) - will be visible throughout the building to promote this event. This operation will be rounded out with rental, second-hand, repair and recycling services as well as talks featuring celebrities pushing back frontiers in the industry in the matter. Constance Gennari, founder of The Socialite Family, the website dedicated to decoration and art of living, was also given “carte blanche” to invest the newly renovated Agora, a dedicated space located on the main building's ground floor, and present her ideal Parisian apartment which highlights many responsible products.

The launch of Go for Good is a concrete illustration of BHV MARAIS's ambitious commitment to sustainability, which it has been pursuing for several years. The department store is a signatory of the Paris Climate Action Charter and the Objective 100 Hectares Charter, both of which were initiated by the City of Paris. It has a history of investment in schemes that reduce its environmental impact, from large-scale projects - like its Jardin Perché, a 2,000 sq. m. roof garden atop its flagship store on Rue de Rivoli - to everyday initiatives - such as using only natural gas lorries to transport its products, making home deliveries by bicycle and electric tricycle, reusing or recycling its waste, and fitting its buildings with LED light bulbs to cut energy consumption.

Commenting on the launch, Amandine de Souza, Manager of BHV MARAIS, declared: “As retailers we must constantly rethink our model so we can take our share of responsibility and tackle the major social challenges that surround us. By formally joining the Go for Good movement, we are taking concrete action and responding to the expectations and aspirations of our customers and employees, so that together we can imagine a more responsible and committed Bazar.”



## **Press contacts**

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## **About BHV Marais**

BHV MARAIS is a multi-specialist and creative lifestyle department store that offers an original range of home, fashion, beauty, interior design, DIY, leisure and fine food products. Its 160-year-old flagship store on Rue de Rivoli is a lively hub of activity and inspiration which contributes to the appeal of the Marais district in central Paris. It offers French and international customers nearly 900 brands, from the most accessible to the most avant-garde. BHV MARAIS is part of the Galeries Lafayette group and has another store in the Parly 2 shopping mall, west of Paris, as well as its retail site [bhv.fr](http://bhv.fr).

Learn more on [bhv.fr](http://bhv.fr), Facebook, Twitter (@leBHVmarais) and Instagram (@le\_bhv\_marais)