

CSR REVIEW



COMMON SENSE

Completed in November 2020

COM- MON SENSE

THE COMMON SENSE MANIFESTO



"Cutting-edge fashion, respecting the traditions of the past and innovating for the challenges to come."

For more than 125 years, four generations have passed on a **key concept** day after day in our company: **'common sense'**. We talk about it in the workshop, we share it in the boutique, we spread the idea in the media and yet it deserves to be defined again today, in our words...

Common sense is what we try to apply every day within our workshop. **It is a philosophy and an ambition, a promise and a vision, the cause and the consequence of our decisions.** And defining 'common sense' today means being a little more transparent, in order to continue to publicise our century-old commitment to respecting humans and the planet. As pioneers in French jeans and business leaders, common sense for us is simultaneously **being manufacturers, being responsible, being sustainable, being human and being demanding.**

BEING MANUFACTURERS

We have a history: to always defend the importance of being a **manufacturing brand**, to have expert understanding of our workshop and value chain, of **establishing a direct relationship between the hands that manufacture and the customers who buy.** Our greatest asset today is our team of creators of artisanal jeans.

BEING RESPONSIBLE

We have a duty: to always be rethinking our workshop, to listen to the creativity of our teams, to offer well-being and make our company a **place of emancipation for everyone.** The same goes for the environmental challenges that await us, **'less but better'** will always win without debate over 'always more, no matter what'.



BEING SUSTAINABLE

We have one ambition: to always assess and eliminate decisions that could jeopardise the future of the generations to come. As **activists in common sense**, we are artisans who do everything we can to **think of fashion differently** and make it more sustainable.

BEING HUMAN

We have a sensibility: to always favour human relations. The relevance of what we have been campaigning for over the course of decades is now increasingly recognised: **maintaining the link.** Whether that be with our team, between all areas of the company or between all team members with customers directly. The same goes for all our partner workshops as well as our collaborations, only one thing counts: **the pleasure of working and sharing together.**

BEING DEMANDING

We have a vision: to **always refine our attention to all these commitments.** No short-term financial opportunism will undermine these fundamental values. Atelier Tuffery will continue to offer fashion, but also a way of making fashion, that is exemplary and resolutely focused on the challenges to come.

Myriam & Julien



The manifesto

Being a manufacturer

A family of campaigning artisans.
Expertise is central to our workshop.
From manufacturer to customer.

Being responsible

Carefully reasoned manufacturing...
...for carefully reasoned growth...
...local and circular

Being sustainable

Choosing materials.
Commitment beyond tailoring.
Energy-frugal workshop.
Guarantees through labels.

Being human

Feeling good in the workshop.
Ensuring that everyone can be involved at all stages.
Giving a chance to all talents.
For a forward-looking business.

Being demanding

Selecting excellent partners.
Perpetuating 100% french tailoring.

**BEING A
MANUFACTURER**



A family of campaigning artisans

A workshop open to all

All year round, our workshop in Florac, in the heart of the Cévennes mountains, is **open to visitors** and our boutique allows you to explore our range. Come and immerse yourself in the world of authentic and contemporary French manufacturing!

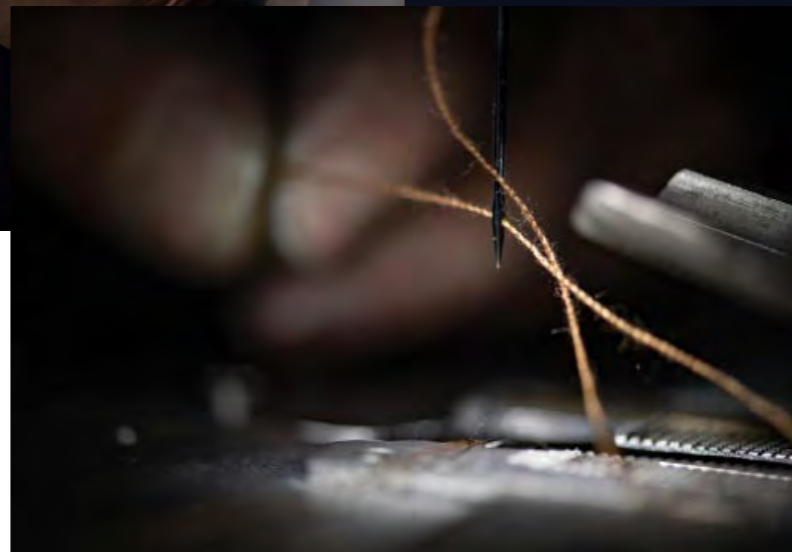
A heritage passed down from generation to generation

A pioneer in French jeans since 1892, the Tuffery family has passed on its manufacturing secrets **for 4 generations**. Atelier Tuffery is first and foremost **a family of passionate campaigning artisans**, which is reflected in the commitment of Myriam and Julien, who today embody the latest Tuffery generation.

Generations meet up within the workshop

Because **handing on** skills is fundamental for us, **our workshop is intergenerational**. All ages work together and learn from each other, from master tailors through to young recruits undergoing training.

Expertise is central to our workshop



IN-HOUSE DESIGN AND MANUFACTURING EXPERTISE

At Atelier Tuffery, our Florac team has always had the ability to **sketch, design, create, manufacture and sell** every item in our company's range. All the necessary skills have always been maintained in-house and shared within the workshop. It means we can retain, from generation to generation, our **mastery of the jeans manufacturing process.**

PRIORITY GIVEN TO TRAINING

Because we have **unique traditional skills** specialising in denim, we are fortunate to be able to directly train our teams and **develop the talent of our employees.** We want to take the time to pass on to our new recruits the **handicraft** inherited from four generations of tailors.

IN-HOUSE LOGISTICS CHAIN

Because we want your orders to be in good hands, all the logistics are handled **100% in-house** at our workshop in Florac. It is our employees, in our premises, using our equipment who carefully pack your orders every day and slip a little note in before sending them to you. The only 'outsiders' are the hauliers who form the last link in the chain before you receive your order.

From manufacturer to customer

Choosing direct sales

Our desire **not to overproduce** and to work at **a place adapted** to our vision of fashion leads us to produce **moderate volumes** of products. We have chosen to sell them mainly via our online shop and in the boutique in our Florac workshop. This allows us to build a **real relationship** with those who choose our clothes. Only a few partners distribute some of our pieces, but this is very much an exception to the rule.

Controlled prices and margins

Through direct sales, we **cut out any intermediaries** which allows us to offer our creations at a **price which is fair** for those who make them and for those who buy them. This means our margins are better redistributed to the women and men who allow us, every day, to **create value** in the workshop.

The greatest care given to our customers

The relationship with our customers is especially important to us. We manufacture for you and **your satisfaction is our priority**. This is why we promote **participatory and transparent communication**. We try to be as available as possible and to personalise our interactions with each of you. And we take back, repair and improve hundreds of products a year.



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Carefully reasoned manufacturing...

Committed to avoiding overproduction

Overproduction is currently a scourge for the environment, creating waste and textile waste. This is why we produce in **quantities that reflect demand** in real time. Like the tailor's workshop of the past, the fashion we offer is made on demand and can be **customised and adapted to everyone's daily needs** for durable and sustainable clothing.

Committed to not undervaluing our expertise

Because **we will never undervalue** our local materials and the time taken by our teams, the **prices of our creations stay the same all year round**. The time spent on manufacturing, the quality of our materials and the care taken for each piece remain unchanged, whatever the season.

Authorising a slow down in production

We prefer to **produce slower but better**. The well-being of our workshop team is a priority. To maintain excellence in our craftsmanship, we constantly alternate the models and sizes that we make in the workshop. We **need to avoid creating a boring** routine for those who make our clothing and avoid the tiresome industrialisation of our manufacturing. It is for this reason that sometimes some of our products are momentarily out of stock.





...for carefully
reasoned
growth...



Inheriting integrity

A family business since 1892, the choice of **controlled and carefully reasoned** growth remains unchanged. This has always enabled us to maintain **high standards in our working conditions** and our management model. There is no chasing of growth which would be to the detriment of our values and the well-being of our employees, teams and collaborators. The capital is currently entirely in the hands of Myriam and Julien Tuffery.

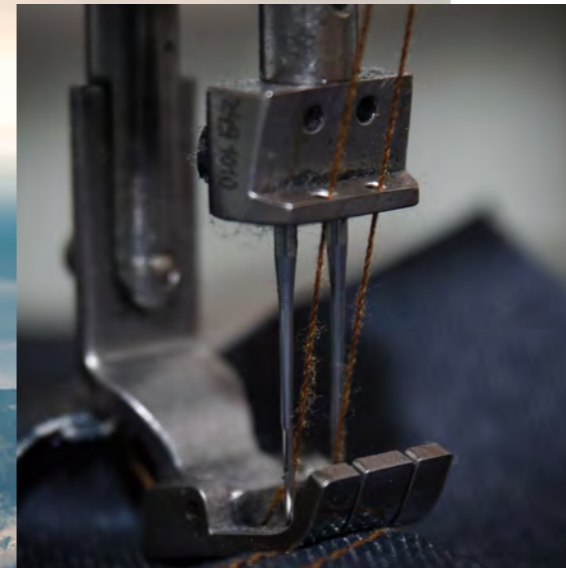


Thriving sustainably

We are convinced that there are now criteria for evaluating a business that are much more relevant than just studying turnover and growth. The **hand of time** - training, agility, expertise - moves slowly! We are satisfied with a **positive impact on our local area**, with **improved value creation in supply chains** and the empowerment of our team. So there is no need to try to go faster, our goal is to **thrive sustainably** with financial health and **solid and prosperous human capital**.



**...local and
circular**

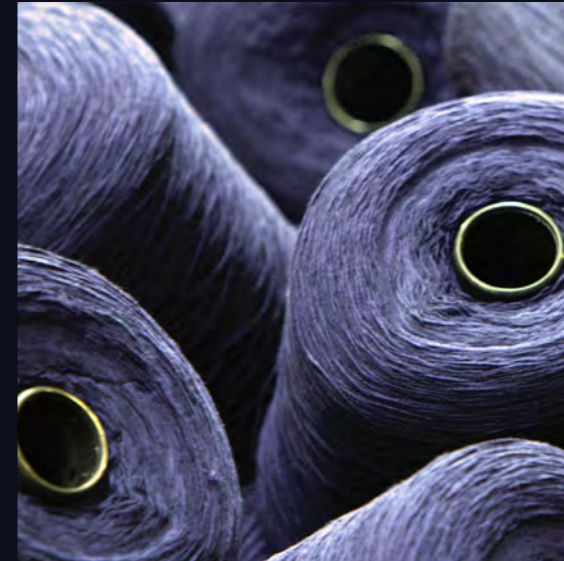


Cultivating a circular and local economy



Even though it is now on trend to talk about short supply chains and the circular economy, at Atelier Tuffery we have known how to do this for over a century! Back in the last century, company founder Célestin Tuffery was already sourcing his fabrics from the town of Nîmes, just 100km (60 miles) from Florac.

ATELIER TUFFERY HAS ALWAYS...



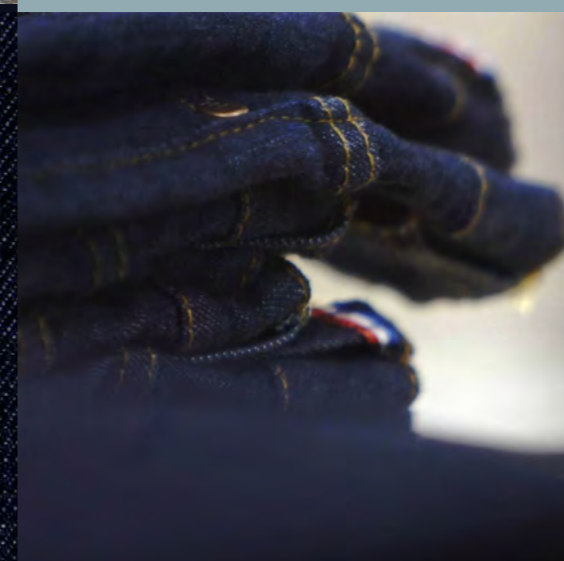
SOURCED ITS
FABRICS AS
CLOSE AS
POSSIBLE TO THE
WORKSHOP



DESIGNED AND
OFFERED
RESISTANT
AND DURABLE
PRODUCTS



REPAIRED
AND
RECYCLED ITS
PRODUCTION



MAINTAINED A
DIRECT
RELATIONSHIP
WITH ITS
CONSUMERS



Recycling packaging and local printing

For our packaging, we make the **most responsible choices possible**. Your orders are shipped in **recycled cardboard boxes, made in Toulouse, France**. They can be reused for exchanges or other shipping and then fully recycled 10 times before the fibre degrades. In France, cardboard recycling is a virtuous chain that we strongly favour.

Our messages to you - flyers, washing instructions - are all **printed in France**, just a few kilometres from the workshop, on paper bearing labels that guarantee environmental standards and sustainable forest management.

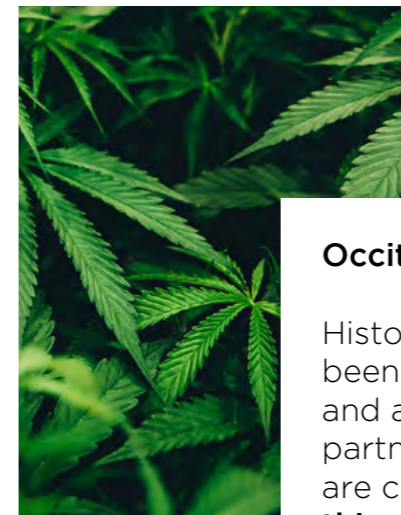
**BEING
SUSTAINABLE**

Choosing materials



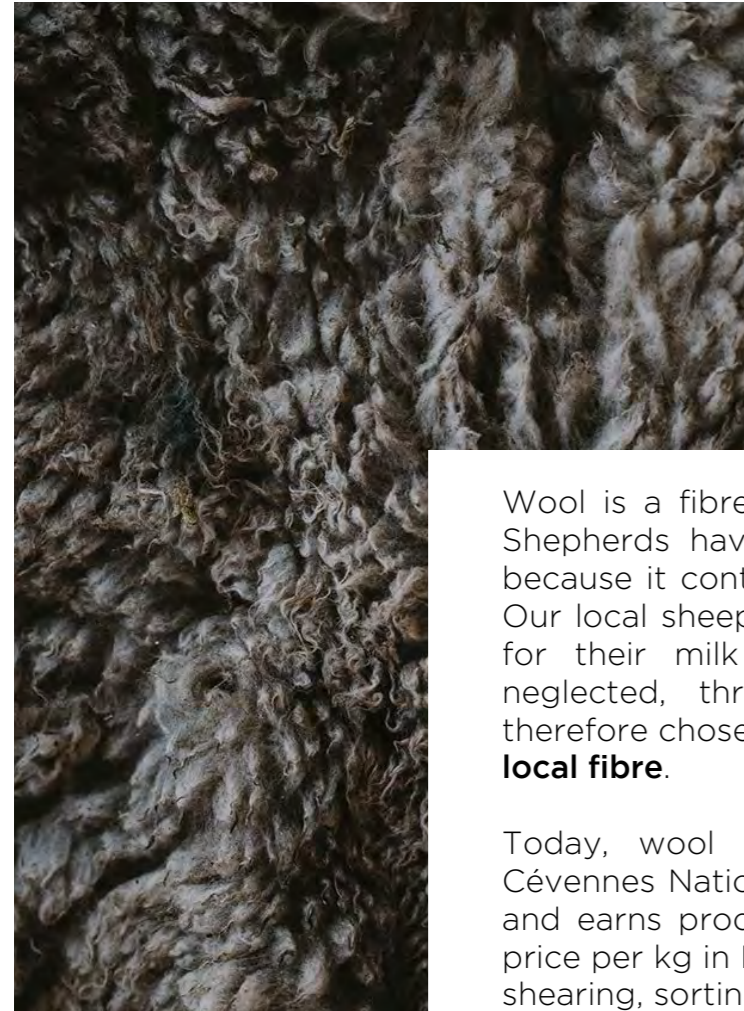
Searching for the local and eco-friendly

Célestin, the founder of Atelier Tuffery, was already keen to **source his materials locally**. In line with these values, we still work daily on researching and **developing supply chains using natural fibres** produced in France.



Occitanie hemp

Historically, hemp is a fibre which has long been cultivated in the Cévennes mountains and across the region more generally. In partnership with VirgoCoop & HempAct, we are currently working on the **reintegration of this supply chain**. Shareholders in this cooperative society, active in environmentally and socially responsible projects, we are participating in the **redeployment of a crop** which requires no irrigation nor chemical inputs or pesticides. Each year, we reinvest part of the result of our sales in order to **continue to contribute to the renewal of the textile hemp sector** in France. While waiting to be able to use 100% local hemp in our clothing, we also integrate European hemp.



Cévennes wool

Wool is a fibre that grows continuously in our area. Shepherds have never stopped shearing their ewes because it contributes to their **well-being and health**. Our local sheep are the Lacaune breed, better known for their milk than their wool, which was often neglected, thrown away or exported. We have therefore chosen to **work on increasing the use of this local fibre**.

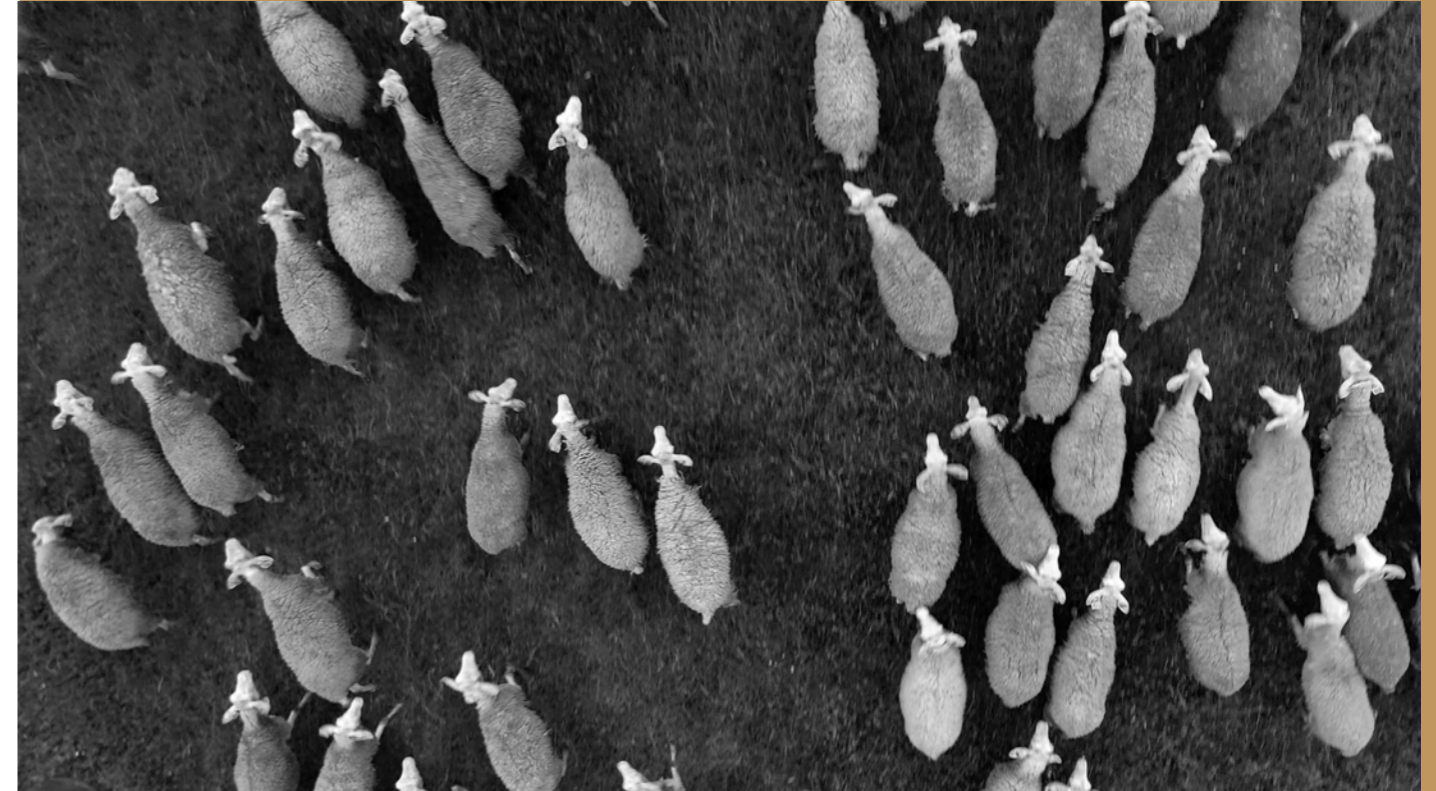
Today, wool collected by the shepherds in the Cévennes National Park is sorted at the shearing sites and earns producers 5 times more than the average price per kg in France. It is an **ultra-local sector**, where shearing, sorting, washing, spinning, weaving and cloth manufacture all take place in the Occitanie region.

European cotton preferred



In textile manufacturing, it is still difficult to completely free yourself from cotton. The origin of the cotton present in our fabrics is 90% Spanish and Greek. It is the **rarest cotton, but the closest we can source**.

We audit our suppliers every year to request certificates of origin, which are then communicated to French customs.



Limiting the use of elastane

For several years, we have been working to **reduce plastic fibres in our clothing** as these plastics are responsible for marine pollution. Plastic microparticles are released in the thousands of tonnes by household washing machines and end up in our wastewater. This pollution cannot be filtered through our sanitation networks, which means they are directly released into our rivers, streams and, ultimately, oceans and seas.

This also ties in with our research to **design clothing made from natural fibres**, such as hemp and wool.

The only plastic present in our clothes concerns a minimal proportion of elastane in some of our jeans, as it helps to provide the right tailored look.

Commitment beyond tailoring



Favouring natural indigo and raw fabrics

Because many of the products in our range are dyed with 100% natural indigo, we try and educate our customers to favour the purchase of clothing in raw fabrics. We do, however, offer a few models in lighter tones, for which we have chosen a whitening process carried out entirely in France, where social and environmental regulations are the strictest in the world. Our French washing partner applies the REACH standards.

Reducing water consumption

We are constantly seeking to continue our reduction in water consumption by choosing fabrics that are part of our suppliers' strictest environmental programmes, such as 'less water impact'. In collaboration with Tissages Mouline Thillot in particular, we are developing new fabrics which require little water treatment. We are rolling out our range of hemp clothing and are strengthening communication with our customers so that they favour clothing in raw fabrics.

Limiting waste and unsold items

Our approach to production has always been to work on demand, just in time. As a manufacturing brand that has its own workshop and a very close network of sub-contractors, we never produce stock in advance that will not be sold. Therefore, we never have overstock to get rid of, there are no cut-price sales and no waste. The only waste we have are products with manufacturing defects (less than 1% of overall production) that we offer to our best customers. The same goes for our raw materials, we order directly, just in time and with a continuous flow of only the material we need.



Energy-frugal workshop



Modern buildings with low energy consumption

Lighting, heating, insulation, everything has been designed for **maximum energy savings**.



Built only by local artisans

Only **companies active in the local catchment area** have worked on the construction of our premises.

Designed with ecological and local materials

As with our clothes, our **choice of materials has been steered towards what is available locally with little ecological impact**: Cévennes wood for partitioning and wood fibre for thermal insulation.



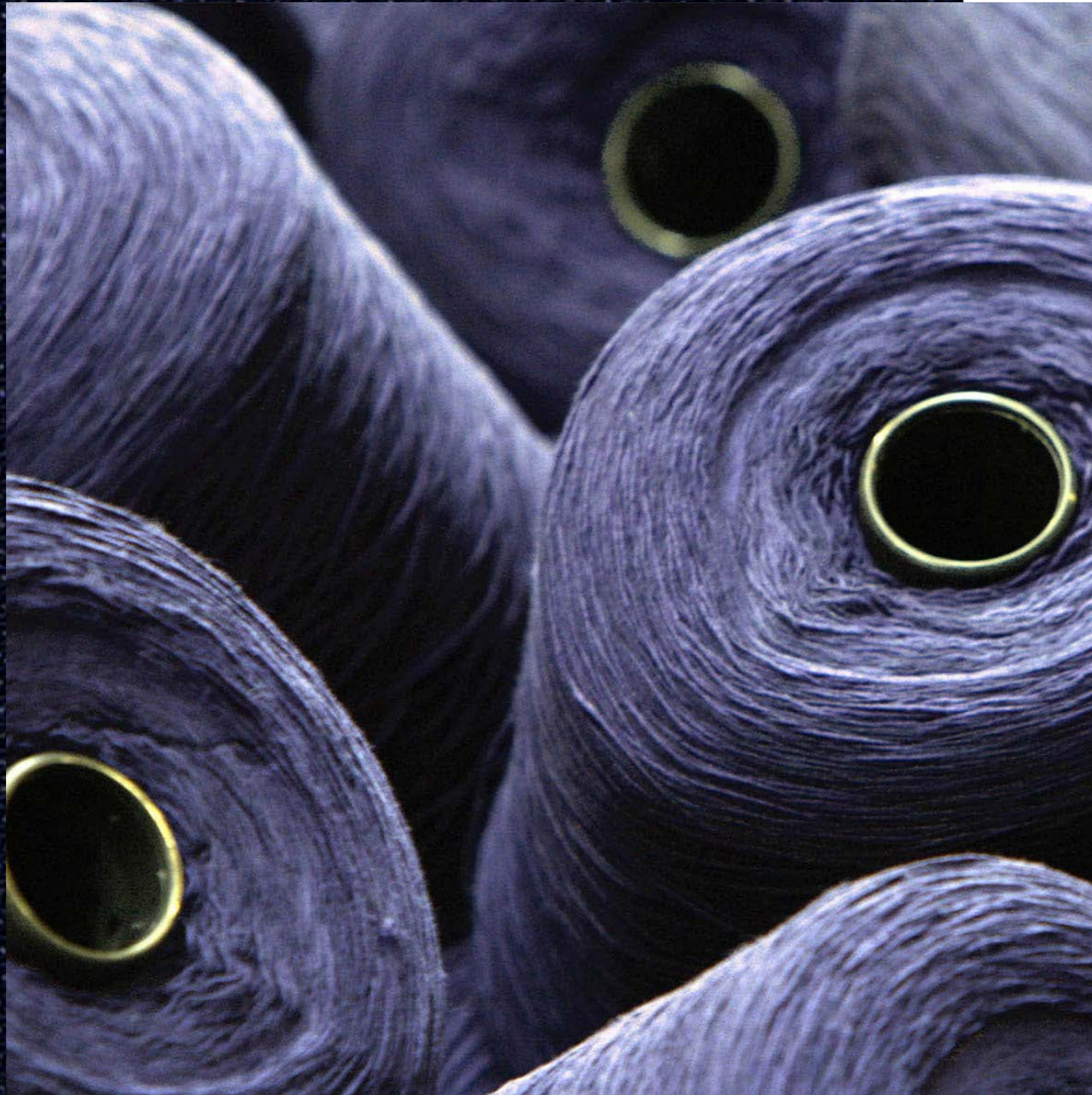
Still located in the heart of the Cévennes

With the revival of Atelier Tuffery, it would have been easier to locate the company close to a large urban centre. But that would be out of the question! We **are comfortable with and proud of our geographical location and its comparative isolation**.



**BEING
HUMAN**

Guarantees through labels



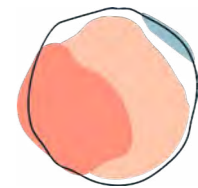
GOTS - Organic

All of our organic clothing has the GOTS label. This label **guarantees the organic status of the textile fibres used** and ensures that, from cultivation and the production of raw materials through to the design of the merchandise placed on the market, the production processes used are **socially responsible and respect the environment**. Currently, it is the most reliable certification recognised worldwide.



OEKO-TEX

All of our organic clothing and the majority of our conventional cotton fabrics benefit from the OEKO-TEX label. This guarantees **textile materials without products that are toxic** for human health and the environment.



CLEAR FASHION

Atelier Tuffery is listed on Clear Fashion. This mobile application allows consumers to **learn more about brands**, to **discover their commitments** and **assess their clothing** according to 4 themes: environment, health, human and animal. Clear Fashion helps to **increase transparency** in the fashion industry.

REACH standards



REACH is a European regulation that came into force in 2007 which aims to **protect human health and the environment** against the potential risks of chemical substances, to establish identical and transparent information on the nature and risks of substances from supplier to final customer and to ensure the safe handling of chemical substances by employees.



Entreprise du Patrimoine Vivant label

The Entreprise du Patrimoine Vivant label (EPV, living heritage company) is a State-recognised award introduced to recognise French companies with **excellent artisanal and industrial know-how**.



'Made In France' certification from French customs

The Made in France label of origin has been officially approved and recognised by **French customs**.



Origine France Garantie certification

The Origine France Garantie certification (guaranteed French origins) attests to **the full traceability of our products**, from raw materials to shipment to our customers.



Feeling good in the workshop

A redesigned work environment



Ergonomic, naturally bright, spacious and temperate: our workshops are right up there with the premises of contemporary young companies. **Modern and user-friendly open spaces** for both design and manufacturing!

Warm-up and relaxation rituals



Each day begins with **morning stretching and breathing exercises** which bring the whole team together. Each week it is led by a different employee.

The goal is to prevent musculoskeletal disorders and to tackle the day with serenity. **The well-being of the team is our greatest asset** and it needs to be protected.

A family spirit in the team



Above all, we are a **big family** and so each birthday of the workshop members is listed and is the occasion for a **moment of relaxation** celebrated by all. **Friendliness, sharing and bonding** are our way of putting an end to the traditional textile factory and to provide a **welcoming working environment** for all. It is high time that textile manufacturing activities were restored to their former glory.

Ensuring that everyone can be involved at all stages



Versatility to provide variety



We have chosen the most complex way of working for a manufacturer: **job versatility**. It is a more expensive way to produce, is more difficult to organise and takes longer to establish. But it provides **real satisfaction for all our employees!** Everyone benefits from a **full 14-month training course** covering all the various workstations. During the day, each employee tackles a multitude of different tasks, neatly side-stepping boredom and the physical trauma which repetitive work can induce.

Flexibility for freedom



Because of this versatility and the great expertise of each employee, the workshop is never brought to a halt due to a lack of personnel since **everyone knows how to do everything**. It means **everyone is free** to organise their holidays as they see fit, nothing is imposed.





Involvement and sharing

Transversal management: we are convinced that **each of our employees has talent** and something to contribute to the development of the workshop, so we consult them on **projects concerning new creations, collaborations and the development of new lines and/or products**. Moreover, it is our trained employees who will train the team members of tomorrow!

Openness for creativity

An inspiration wall and a portfolio open to all, fuelled by the **inspirations and ideas of everyone**, are two examples of **collaborative creativity** designed to **unleash individual talent** and **give a voice to everyone**.

Time is allocated and workshop materials are made available so that each member of the team can **create and produce more personal projects**.



Giving a chance to all talents

People before diplomas

Every day we seek to **foster diversity** in our hiring, in **local jobs**, seeking **empowerment** through work and career development. To join Atelier Tuffery, only human skills such as personality or **know-how** really count in the recruitment process. There is no need for specific diplomas, no prerequisites, as everyone has a chance and will be trained internally. **Our universal language is the dexterity of our hands** and that is shared by all, no matter the mother tongue of those who join us.

Priority given to the local and vocational integration

We promote **local employment and work** to minimise the impact of our activities on the environment and help the economic development of our area. **Social integration through work** is fundamental for us, and we are committed to this, with an ESAT (centres that help people get into work), located 20km from the workshop, used for certain stages of our production, in particular washing and ironing.

A complete in-house training course offering a qualification

Our in-house training course is comprehensive and specific to our trades, in order to **preserve our know-how and ensure it is handed on**. The training plan is recognised by our skills operator in the clothing sector (OPCO).



For a forward-looking business



Absolute priority given to permanent contracts

In 2020, the breakdown of contracts at Atelier Tuffery was as follows: 70% permanent, 20% apprenticeships and 10% fixed-term contracts before signing permanently. We mainly use the AFPR (pre-recruitment training) system with Pôle Emploi (employment centre). The **training is conducted entirely in-house** because our know-how has not been taught elsewhere in recent years. Because the learning process is long and complex, we do our best to ensure that our new recruits want to stay with us as quickly as possible, which is why **we choose to automatically offer permanent contracts.**

Quality takes precedence over quantity

For us, **quality in the way we produce** and **excellence in the making of our clothes** prevail over the quantity of items to be manufactured. They come before unbridled productivity. It is **our manufacturing speed that drives marketing**, not the other way round.

We are facing increasing numbers of orders. We could increase our subcontracting to meet this growing demand and enter into a logic of mass production, but that is not what we are about. Instead, we have chosen to **develop our internal production tools and strengthen the talent of our teams.**

Emancipation through work

We are determined to instil within the company a **human dynamic of collective benevolence**. We uncompromisingly defend the fact that manual work in a workshop should allow anyone to **emancipate themselves**. With their handiwork **everyone is equal in the workshop**, regardless of their CV, lived experiences, level of French, social origins or the difficulties they have encountered in life. Through manual work, everyone can **find their place in our company's ecosystem**. It's an opportunity to **integrate socially**, stabilise lives, **feel useful** and progress technically as a team towards recognised expertise.



BEING

DEMANDING



Selecting excellent partners

Virtuous practices for our materials

A large part of our job consists of finding, as close as possible to the workshop, **the best quality materials and other supplies**. We do not exclude excellent **craftsmanship** beyond national borders as we work with our **historical suppliers** in France, Italy and Spain, who provide us with **specific expertise, ecological responsibility** and a quality that we can sometimes no longer find in France. This approach is not dictated by cost issues but only by a **historical demand for excellence**.

So, we collaborate with weavers who provide us with the most beautiful fabrics such as **Michael in the Vosges, Eric and Xavier in the Tarn, Alessandra in Veneto, northern Italy, and Conchi in the Spanish Basque Country**. For wool, we call on **Emmanuel in the Tarn and François, Maria and Christelle in Lozère**. Finally, **Mathieu T, Mathieu E, Johann and Pierre in the Lot** provide us with our hemp fabric.



ERIC & XAVIER, TARN

MICHAEL, VOSGES

ALESSANDRA, VENETO

CONCHI, BASQUE COUNTRY

EMMANUEL, TARN

FRANÇOIS, MARIA & CHRISTELLE, LOZÈRE

MATHIEU T, MATHIEU E, JOHAN & PIERRE, LOT

Des relations durables et de confiance pour la confection

We no longer speak of suppliers but of **partners**, with whom we have built a **solid and lasting network**. Faithful to our values, quality French clothing is the unchangeable bedrock of our company. We work with Paul, Edouard, Aram and their team in Marseille, with whom we share our tailoring trade practices. We have helped each other for decades and, based on specifications developed by us, they participate in the making of some of our jeans. Similarly, there is Michel's workshop and his teams near Paris, Sylvain's expertise in the city itself and Patrick's company in Laval. The latter helps us in the manufacture of our sleeves, shirts and jackets, enabling Atelier Tuffery to develop a new expertise.

We are convinced that together **we are stronger** and that it is time for all the trades in the French textile sector (weavers, spinners, tailors etc.) to shine once more.

SPINNING WEAVING

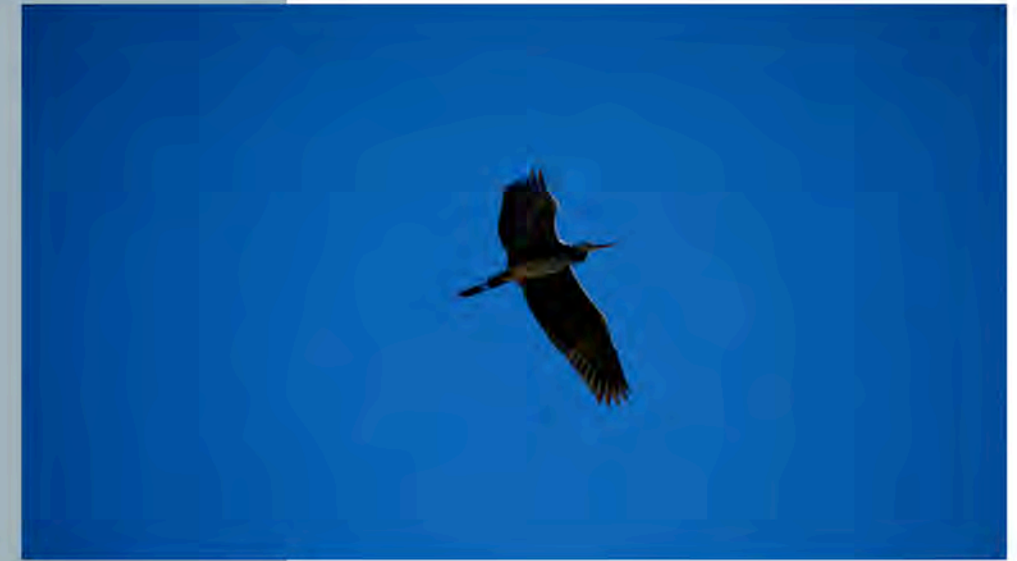
PACKAGING

LEATHER GOODS

RAW MATERIALS

DENIM TAILORING

FINISHING PREPARATION



Excellent artisans to support us

Leather and jeans have gone hand in hand for decades. They are inseparable and both are the product of a long authentic chain requiring great expertise. For our **leather pieces** and **leather goods**, we work only with **local partners** in our region. We have worked for years with Le Sac du Berger in Aveyron. We also work with Jimmy, a leatherworker-shoemaker in Florac and Julie and Mehdi, who have their leatherwork studio close to us.

Ever more virtuous development projects

With this set of partners, we continually develop **new projects**, aiming to continuously strengthen the environmental **responsibility of our products**, reflecting on new materials, more sustainable fashion, new processes, more premises etc. However, above all, our priority is on the **pleasure of working together over the long term**.

Perpetuating 100% french tailoring



The majority of our clothes come from our workshop in Florac in France's Cévennes mountains. Our partner clothing workshops, with which we collaborate on certain styles of jeans and on our sleeved pieces, are also **100% French from the beginning and forever!**

It's an intrinsic requirement at Atelier Tuffery. A demand for **proximity, traceability** and a little bit of patriotism. Atelier Tuffery will never develop new products that cannot be made in France.



**FRANCE'S OLDEST JEANS
MANUFACTURER**

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FRANCE 1892