

Re_fashion



**Extend
the lifespan
of lingerie
items**

Lingerie repair

Overview and practical guide for brands

EDITO

With over a billion items sold in 2023, or almost a third of all Textiles, Household Linens and Footwear items on sale, lingerie represents a significant share of the market in France. However, the obstacles to the circularity of these products were numerous: insufficient collection, limited repair, complex recycling... All of which seemed, until now, impossible to overcome.

And yet, in June 2023, voluntary, motivated and forward-thinking players approached Refashion to explore solutions. With this in mind, Refashion brought together 11 brands, the Fédération de la Maille, de la Lingerie & du Balnéaire and the Institut Français de la Mode, du Textile et de l'Habillement, the industry's technical center, within the Lingerie Collective to initiate a joint reflection process.

Where everything seemed complicated, the cooperation of the brands, structured support, dedicated work sessions and the collective involvement of the players in the value chain have enabled real progress to be made for the entire sector.

In the space of a year, with funding from Refashion, support from Bluequest, the expertise of the Refashion teams and the mobilization of brands and companies in the sector and their professional representation, we have built up resources that we are delighted to share with you today.

A huge congrats to all participants! Here are a few levers for action...

Together, let's change the world for a desirable futur.

Hélène DARET, Director, Refashion Brands Division

Key points

Repairing lingerie products* is still very rare, compared to the repair of shoes and clothing, which is more common among consumers.

However, it would be in the interest of lingerie and corsetry manufacturers to **develop repair services**. This would enable them to **assert their commitment** to extending product life and limiting environmental impact, as well as **building customer loyalty** and **attracting new, younger target groups**.

The aim of this white paper is to **provide insight on the lingerie-corsetry repair market, and to assess its potential and feasibility**. It proposes:

- An analysis of consumer expectations and disincentives;
- An understanding of the ecosystem of textile repair players and an assessment of their capacity to repair underwear items;
- Identification of concrete courses of action for lingerie brands to structure and develop the repair of their products.

This white paper is aimed at lingerie and corsetry brands wishing to contribute to their reflections on extending product life, and at repairers and craftsmen wishing to better understand the specifics and prospects of the lingerie repair market.

Here are the main findings of the white paper:

1 Repairing underwear is not yet widespread, **but it resonates with French customers**, more than 70% of women aged 18 to 34 express interest, especially for bras and swimsuits**.

2 Customers prefer to have their products **repaired first by the brand**, then **by a professional repairer close to home**. The **cost of repair** remains the main obstacle to overcome**.

3 The repairers interviewed believe they can **easily repair the most frequent damage**, at an average price that customers can afford. **The recent extension of the Repair Bonus to lingerie products** is a further boost.

4 **The repair market is booming**: digital interfaces and solutions are modernizing repair practices and making them more efficient.

5 **Offering a repair service implies several best practices to be implemented** by a brand, such as optimizing customer response times, training sales teams to make the right diagnosis, digitizing to streamline flows and optimize costs, and working on eco-design with a view to reducing environmental impact.

6 **Joint action between the players in the underwear sector** could have a tenfold impact: optimizing costs, implementing a quality grade for lingerie, accessibility and repair times (territorial coverage) and customer communication.



Find out more about all the insights and concrete actions offered by this white paper!



The reflections carried out through this work have enabled us to explore the issue of the repairability of lingerie items in greater depth, paving the way for their eligibility for the «**Bonus Réparation**» from 2025.

*Details of products concerned on page 8.

**Survey conducted among customers of brand from Lingerie Collective (18,250 respondents)

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Introduction

Methodology

This white paper is based on a year of exploration by a working group made up of 11 lingerie brands and 2 industry experts, accompanied by Refashion's experts.



DIM PARIS

YSÉ

KIABI

CHANTELLE



SIMONE PÉRÈLE
PARIS

ROUGE GORGE

PRINCESSE tam•tam



Still rarely practiced, the repair of lingerie raises many questions : does a dedicated market really exist? Which repairers can intervene? What obstacles need to be overcome? To answer these questions, the working group mapped out the most frequent faults in lingerie and called on repair experts* to assess the technical and economic feasibility of these interventions.

At the same time, the brands from Lingerie Collective conducted a survey of their customers** to identify consumers' expectations and barriers to repair.



Key project steps

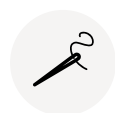
- 1 **Identify** consumer **expectations and barriers** to repairing lingerie items
- 2 **Identify the** most frequent **deterioration** of these products
- 3 **Understanding the ecosystem** of textile repair players
- 4 **Validate the reparability** of identified deterioration and estimate average prices charged
- 5 **Evaluate development opportunities** for the underwear repair market
- 6 **Propose** concrete **actions** to structure and develop the repair of lingerie products

*Specific repairer survey: analysis conducted from November to December 2024 among 11 players specializing in textile repair.

**Survey submitted online to customers of Collectif Lingerie brands (18,250 respondents).

Key definitions

To ensure a clear understanding of the key terms discussed in this white paper, this glossary aims to clarify and establish a common framework of definitions.



Repair refers to all interventions aimed at restoring the functionality of a damaged item in order to extend its useful life. Unlike a **touch-up**, which consists of an aesthetic or comfort modification or a size adjustment, repair aims to restore a product to a functional state by correcting deterioration. It also differs from **upcycling**, which consists in transforming a product into a new use or aesthetic without necessarily seeking to return it to its original function.



The repairability of an item is an eco-design practice that designates its ability to be repaired easily and efficiently, for example thanks to the accessibility of components, the presence of dismountable assemblies or the quality and compatibility with sustainable repair techniques.



The Repair Bonus is a financial support mechanism set up by Refashion since November 2023 to encourage textile and footwear repair by reducing the final cost for consumers.



The Repair Fund is a scheme run by Refashion as part of the Extended Producer Responsibility (EPR) program for textiles and footwear. It is funded by financial contributions from marketers, in line with their regulatory obligations, and aims to support the development of repair.



The legal guarantee of conformity, provided from the French Consumer Code ([articles L.217-3 et seq.](#)), applies to all textile articles sold in France, including lingerie, whether new or second-hand. It requires the seller to guarantee that the product conforms to its intended use and description for two years from the date of purchase for a new product and reduced to one year for a second-hand product.



Refashion is the government-approved **eco-organization** for the Clothing, Household Linen and Footwear (CHF) sector in France. It is responsible for the prevention and end-of-life management of products placed on the consumer market on behalf of marketers, in response to EPR. **Extended Producer Responsibility (EPR)** is a regulatory principle that requires companies marketing clothing, household linen and footwear (CHF) to finance and organize the management of their end-of-life.

According to the Refashion nomenclature, **lingerie** includes several categories of textiles for underwear and homewear for men, women and children:



Underwear: Knickers, briefs, string, Brazilian style knickers, girls' boy shorts, hipster, tanga, bodysuit, boxer shorts - including waste cincher, girdle, tights, body shaper (lingerie), reusable menstrual knickers, reusable period underwear, reusable period pad, briefs, strings, trunks, shorts, boxer shorts - excl. longjohns



Lingerie and corsetry: Bra (balcony, push-up, plunge, padded, strapless, etc.), top with integrated bra, bodice, waist cincher, corset, bustier, full slip, petticoat, suspender belt, garter, camisole, half slip, anti-friction lace strips, pads, bra strap extender, removable bra straps



Pyjamas and other homewear items: Nightshirt (long and short), nightgown, pyjama shorts, onesie, pyjama bottoms, pyjama tops

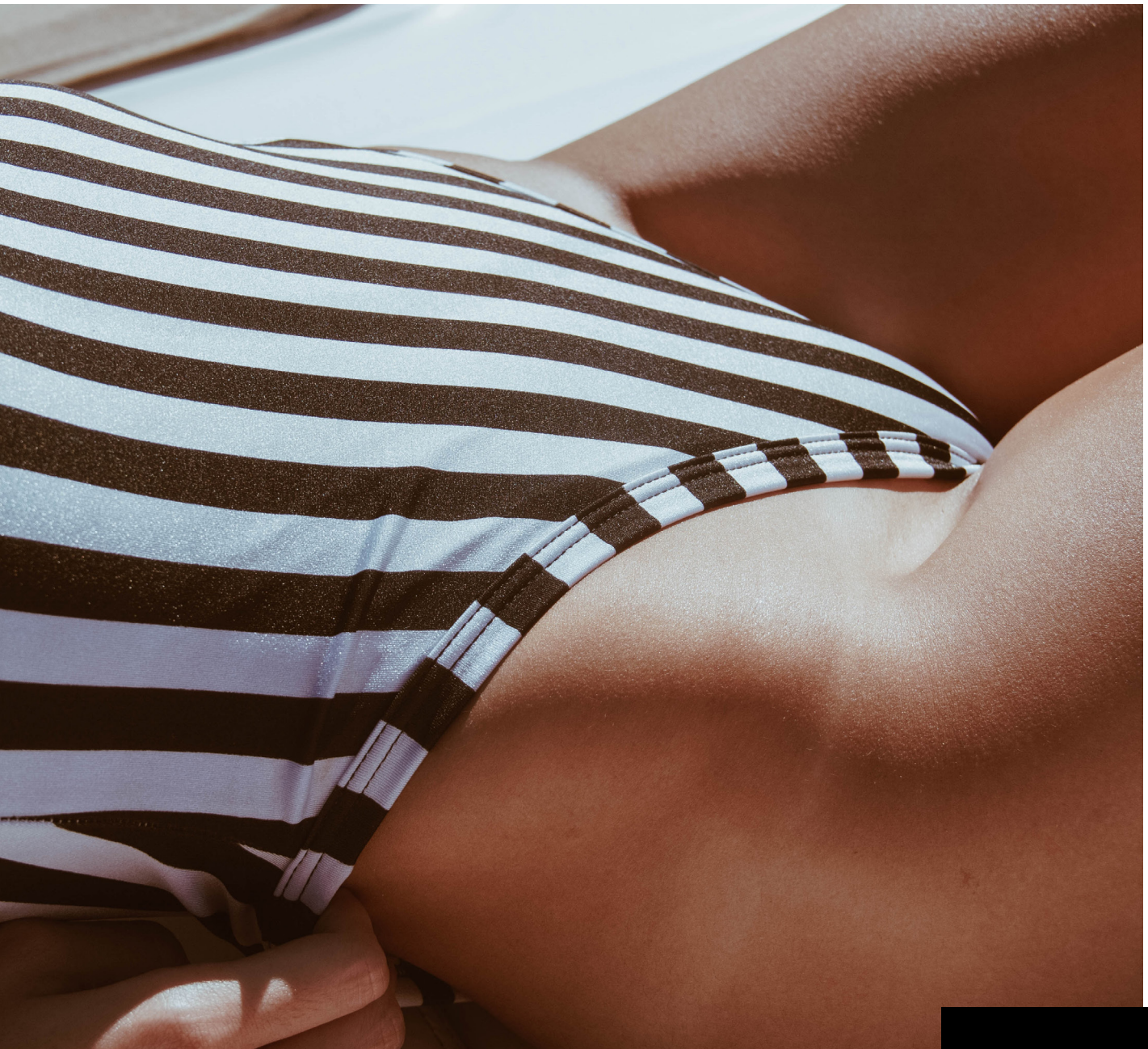


Socks and tights: Footwear (everyday, sport, ski, etc.) – including waterproof socks –, shin guards, ankle socks, footsies, toe sock, knee length nylon socks, knee-lengths, gaiter, pantyhose-type leggings, tights, stockings including support stockings



Swimwear: Swimming trunks, swim shorts, one-piece swimsuit, bikini, tankini, swimming shorts, full-length swimsuit, bathing skirt or pareo.





1_ Background information

1.1_ Repair in the product life cycle

The life cycle of a textile product follows several key stages: once manufactured, the product is distributed and sold. During its use phase, its care and ability to be repaired influence its lifespan. Each phase has an impact on the environment, underlining the importance of eco-design and circularity.



It is essential to represent the fundamental principles of waste management. In accordance with [Article L. 541-1 II of French Environment Code](#), priority is given to waste reduction, following a clear hierarchy of treatment methods.

- impacting on the environment

Waste treatment hierarchy

+ impacting on the environment

- **Prevention: limiting waste production at source**
Favoring eco-design, designing durable, repairable and more easily recyclable items, raising consumer awareness of product care and repair.
- **Reuse: giving products a second life**
Suggest or direct consumers towards second-hand products and encourage them to drop off items at collection points.
- **Recycling: transforming textile waste into new semi-finished and finished products**
Encourage consumers to drop off their items at collection points and boost the recycling sector by incorporating more recycled materials into new product.
- **SRF: recovering the energy contained in waste by manufacturing Solid Recovered Fuels (SRF)**
Resulting from a mixture of different types of waste, SRF can contain up to 40% used Clothing, Household linen and Footwear (CHF).
- **Incineration: as a last resort, disposal with or without energy recovery**
Encourage consumers to drop off items at collection points, so as never to dispose of CHF in the domestic waste, where they cannot be recycled.

1.2_ The issue of repairing lingerie items

When the working group was launched, lingerie repair was a challenge for the Collective, hampered by numerous obstacles and misconceptions:



A lack of specialized repairers

Lingerie repair is not widespread and seems complex. The lack of qualified professionals is a major obstacle, particularly for the inclusion of these items in the Repair Bonus.



Still a marginal practice

The repair of lingerie is not yet firmly rooted in the habits of consumers and repairers, and is hampered by several factors, particularly hygiene.



A potentially discouraging cost

The price of repairs could be considered too high compared to the cost of a new product, thus limiting consumer interest in this service.





2_ Key findings

2.1_ Are consumers ready to have their underwear repaired?


With 18,250 respondents*, this survey, conducted among French customers of brands belonging to the Lingerie Collective provides an overview of trends and perceptions within this specific panel. The results do not claim to be representative of the market, but reflect the expectations and disincentives expressed by this targeted audience.


Through the following teachings, we have deliberately excluded the analysis of nightclothes and loungewear, whose repair is like clothing.

Repairing lingerie is not widely practiced...

At first glance, customers are «not interested» in repairing lingerie items, with over 2/3 (66-80% of respondents) saying they have never repaired or had repaired this type of item.

«Have you ever repaired these items or had them repaired?»

	Never	Rarely	Often	Very often	No opinion
Bras	66%	24,3%	7,3%	1,5%	0,9%
Underwear (shorty, panties...)	80,4%	13,7%	3,7%	0,9%	1,2%
Swimwear	74,6%	17,8%	2,4%	0,6%	4,6%
Socks / tights	68%	17,6%	8,2%	2,2%	4%

	Never	Rarely	Often	Very often	No opinion
Boxer shorts	80%	12,8%	3,9%	0,3%	3%
Swimwear	73,5%	6,2%	0,6%	0,3%	19,4%
Socks	65,9%	15,6%	5,1%	1,7%	11,7%



...but repair is of interest for certain types of products

Women are **particularly interested** in repairing **bras** (46% of respondents said they were interested to very interested) and **swimwear** (42% of respondents said they were interested to very interested).

There is a disparity according to age, with **much greater interest among young women between 18 and 34 year old**, particularly for bras and swimwear (over 70%).

«Would you be willing to have these items repaired if there were accessible and reliable repairers?»

	Bras interest	Underwear (shorty, panties...) interest	Swimwear interest	Socks interest
- 18 years old	56%	39%	50%	11%
18-24 years old	75%	33%	74%	26%
25-34 years old	71%	30%	66%	33%
35-44 years old	59%	26%	54%	27%
45-54 years old	50%	22%	45%	24%
55-64 years old	38%	17%	34%	18%
+ 65 years old	29%	12%	26%	12%

Interest is lower among men: only 20 to 23% are interested to very interested in repairs. Note that among younger people, interest is strong for swimwear (78% among 18-24 year-olds and 56% among 25-34 year-olds).

The main obstacles to overcome to be more convincing

When asked «**What's the biggest thing stopping you from getting your underwear and/or swimwear repaired?**», three main reasons stand out:

1

The price of the repair


40% of respondents fear that the cost of repairs is too high.


To the question «What price will you be willing to pay for a repair?»:

Nearly a third of respondents set the price at less than €5, with an openness to higher prices for bras and swimwear repairs.

More than a third of women do not express an opinion (31% to 46% depending on the product category), and over half of men (52% to 60%).

«What price would you be willing to pay for a repair?»

	- from €5	€6 to €10	€11 to €15	€16 to €20	+ from €20	No opinion
Bras	33.7%	27.1%	6.3%	1.6%	0.4%	30.8%
Underwear (shorty, panties...)	46.3%	9.7%	1.4%	0.95%	0.1%	42%
Swimwear	26.8%	23.5%	10.7%	3.1%	0.8%	35.2%
Socks / tights	49.4%	5.2%	0.6%	0.2%	0.1%	44.6%

	- from €5	€6 to €10	€11 to €15	€16 to €20	+ from €20	No opinion
Boxer shorts	36.3%	10%	1.7%	0.4%	0%	51.5%
Swimwear	23.7%	11.1%	3.5%	0.8%	0.4%	60.4%
Socks	37.9%	4.8%	0.7%	0%	0%	56.6%

2

Greater accessibility and information on existing repair services

39% of respondents highlighted the lack of clear information regarding available repair services.



To the question «If you had to have one of your items repaired, what would you prefer?»:

The brand remains the most obvious point of entry for consumers.

Have it repaired directly by the brand I bought it from

46.2%

Have it repaired by a professional near my home

37.1%

Repair it myself or ask a friend

32.6%

No opinion

14.9%

Send it to an approved repair center

11.6%

Other

1.1%

3

Reassurance about concerns related to hygiene and intimacy

35% of respondents said that the intimate nature of the products to be repaired made them uncomfortable, and 31% were concerned about hygiene.



We will need to accompany them and reassure them about these topics.

In summary

Consumers are interested in repairing lingerie, particularly bras and swimwear (women's and men's). This interest is particularly strong among young people aged 18 to 34.

Even if practice is still low, needs are clearly expressed: accessible price level, proximity of repair solutions and brand reassurance.

2.2_ Are repairers ready to take on lingerie items?

The most frequent defects reported by customers

The survey highlighted the main causes of end-of-life for lingerie products and identified those that can be repaired.

To the question, «**In general, why do you decide to part with these items, or stop wearing them?**» (multiple answers possible) :

- **General wear and tear:** this end-of-life factor correlates with the duration of use, which varies according to the type of item (mostly between 2 and 5 years for most items, except for socks/tights, which have a shorter lifespan). This finding underlines the importance for brands continuing to focus on improving the physical durability of their products.
- **For most other types of damage, the potential for repairability seems high:** this observation opens the way to practical and effective solutions for extending the life of lingerie products. We still need to compare this with the repairers' point of view.

		● Repairable		● Non-repairable					
		General wear	Stain	Loss of elasticity accessories	Underwire which comes out	Broken staples or underwire	Hole	Seamless sewing	Detached seam
	Lingerie	63%	4%	69%	44%	9%	18%	8%	3.5%
	Underwear	70%	18%	64%			35%	18%	6%
	Swimwear	58%	3%	58%	5%	2%	3.5%	3%	1%
	Boxers and underpants	55%	2%	64%			53%	23%	3%
	Swimwear	44%	7%	40%			7%	5%	1%
	Tights and socks	49%	2%	28%			66%		

Can the most frequent damage be repaired, and at what cost?

To explore the potential for repairing lingerie items, potential obstacles and proposed solutions, a survey was carried out with 11 repair players in the form of interviews supplemented by a quantitative questionnaire*. The results of this survey reflect the opinions and experiences of this specific panel and therefore do not claim to cover all aspects of the subject.

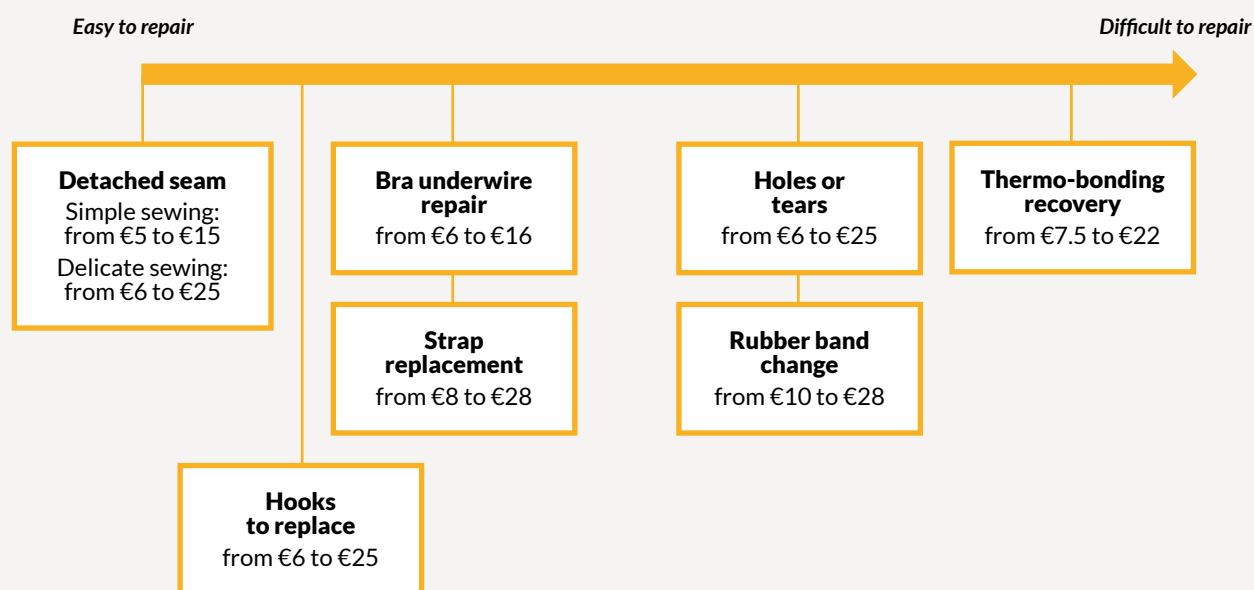
Lingerie is repairable!

The professionals interviewed believe they can repair most of the identified deterioration. Some, particularly for fragile materials, recommend a **preliminary diagnosis**, like used for some clothes or shoes.

The repairers' answers to the questionnaire enabled us to assess the degree of difficulty of each repair and to estimate the cost. Prices vary according to the time spent, the size of the damage and whether the cost of replaced supplies is included.

*Appendix 2: Respondent profile - repairers

The results are summarized in the diagram below, on a feasibility/repair price scale. The price scales below were estimated by the panel of repairers surveyed, to give an initial assessment of potential costs. They are not representative of the entire market.



Levers to activate for repairers

The repairers interviewed were unanimous in mentioning the very marginal share of lingerie products in the total number of products they repair.

Raising **consumer awareness** is a key factor in promoting the repair of underwear. The aim is to **raise awareness of the reparability of these products**, which is still largely unknown.

Clear, reassuring communication about hygiene and intimacy can also help to **remove psychological barriers and normalize recourse to repair**. It should be noted that these concerns, particularly associated with underwear, also apply to other product categories, such as worn shoes or jeans with holes in the crotch.

Lingerie products are unique in the way they are manufactured and in the finesse and sophistication of their design and the high extensibility of the materials used. Some repairers have expressed a

“ Including lingerie in the Repair Bonus would be a good thing. ”

Mary Lanos, UNACAC President



“ Raising awareness also means convincing people with a concrete demonstration: show the before and after repair to make an effective case. It's reassuring and allows everyone to see what can be done. It's an educational and playful comeback to what already existed, when we still took care of our products, before we were influenced by a product value that has been lost since the arrival of fast fashion. It's not about reinventing, but redefining value and returning to traditional crafts. ”

Antoinette Fine, Co-founder TILLI



“ Communicate about the reparability of lingerie – there's plenty of stock in the closets! Customers don't know what's repairable and what isn't. ”

Nadjah Ouali, Director, Atelier Fou de Coudre



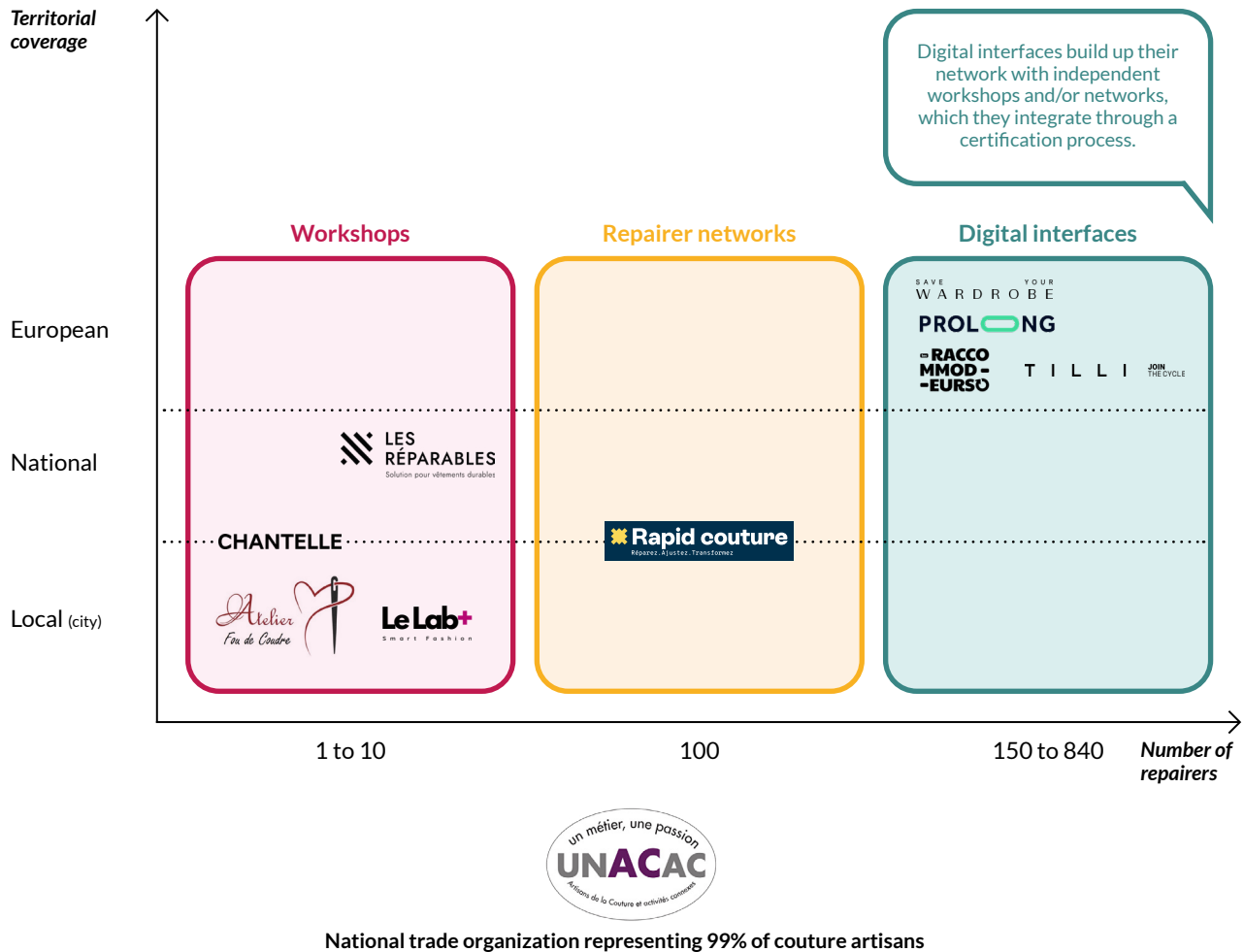
desire for **specific training and access to accessories** to guarantee optimum repair quality and return the product to its original functionality (training, tutorials, etc.).

Overview of the types of players in the repair sector

The repair market has evolved in recent years. From independent craftsmen to digital platforms, there are a host of solutions offering new opportunities for players in the sector to repair products in the best possible conditions, as close as possible to consumers.

This diagram maps the repair actors interviewed as part of the survey, providing an overview, although not an exhaustive one, of the typologies of existing solutions.

It enables brands to understand the different business models and levels of territorial coverage, and to identify potential solutions for developing this service.



In summary

The repair of lingerie is not an obstacle for textile repairers. For the moment, they have little experience with these products (low consumer habits and products not covered by the Repair Bonus until 2025). Some have expressed a desire for specific training or advice on the materials and assembly of lingerie products. The repair market is developing with the arrival of new players who are facilitating access to repair for consumers and brands wishing to set up this service for their customers.



3_ What could be done for the lingerie sector?

3.1_ Why and how to set up a repair service ?

The booming repair market in France

The clothing and footwear repair market is growing strongly in France, boosted by the launch of the Repair Bonus. One year after its launch, in November 2023, this Bonus had already resulted in 826,000 repairs. This figure marks a significant increase, with the number of repairs almost tripling in the last six months compared with the 250,000 interventions recorded at the time of the first assessment in March 2024 (before 2025, the Bonus Réparation was not open to household linen and lingerie products).

The rise of digital solutions and new interfaces is modernizing repair practices, adding a new dynamic to the sector.

Repair: added value for businesses

Setting up a repair service (particularly if it is offered free of charge under the legal warranty of conformity) represents a cost for the company, but this investment is a genuine value proposition for the brand:

A lever for reducing impact product environmental

By enabling consumers to repair their items, brands help to extend the life of products, reducing the amount of lingerie thrown away prematurely. This **limits the consumption of new resources** to manufacture new items, helping to reduce the overall environmental impact of the production and consumption chain.

An asset for meeting legal obligations

Repair is a strategic lever for companies who are required to respect the legal guarantee of conformity (articles L217-4 to L217-20 of the French Code Consumer). At present, defective products are often replaced with new product and then put back on the market, whereas repair would, in the majority of cases, be a more appropriate solution with less impact on the environment.

A tool for loyalty and customer commitment

Repair offers an enriched and engaging post-purchase customer experience, contributing to lasting customer loyalty and reinforce their attachment to the brand. This activity also generates an **additional source of traffic** to the brand's website and in store.

A vector of image and notoriety

Offering a distinctive repair service helps **strengthen your brand image** and position yourself as a responsible company.

A lever for continuous improvement and product design

If brands have access to the data collected when their products are repaired, their analysis can be used to **improve their eco-design**. This information will enable upstream action to be taken to limit the amount of reappearance of recurring defects, in particular by enhancing the quality of finishes, materials or accessories.

Offering repair services to customers

The decision to offer free repairs (outside the legal warranty) represents a strategic trade-off for brands. Although the direct cost of these repairs may exceed that of a replacement, the positive impact on customer satisfaction and brand image, as well as the contribution to reducing environmental impact, can justify this investment. This is an approach in which extra-financial value, focused on customer service and ecological responsibility, takes precedence over purely short-term economic considerations.

“When we set up a repair service, we have to move the cursor away from on the Financial Return on Investment: above all, this service improves customer satisfaction and experience, and facilitates work and quality after-sales service.”

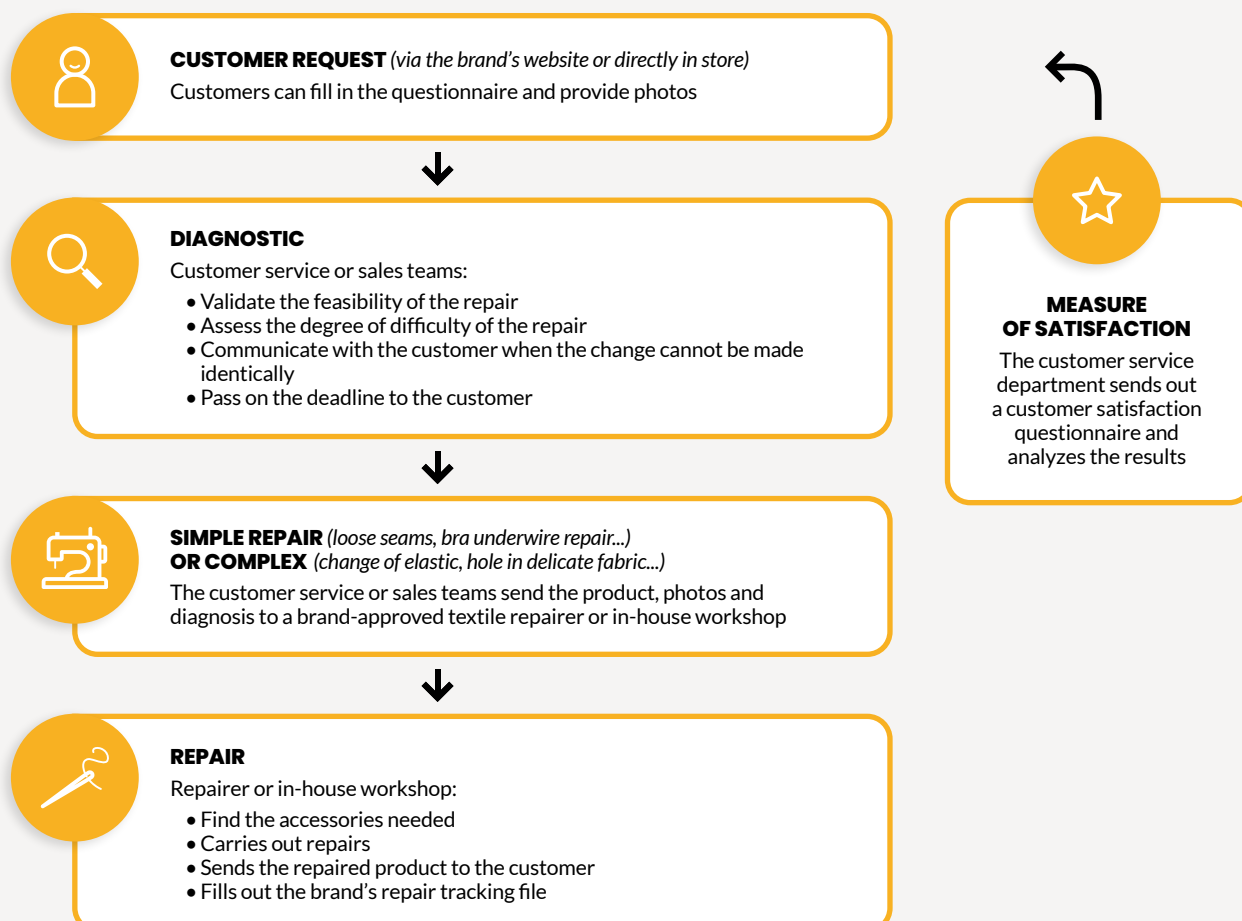
Pauline Jaillant, Les Raccordeurs

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3.2_ Key issues to anticipate in order to take full advantage of repairs

Different models of repair service can be envisaged. Some lingerie brands have retained in-house expertise, enabling them to handle repairs using their own teams, thus prioritizing quality, subject to having developed the appropriate processes and tools. Others prefer to rely on specialists to delegate the service, for example through independent workshops or digital solutions. A third option is to ensure territorial coverage, as close as possible to the customer, by relying on a network of local repairers.

We present here an example of the key stages in a repair service set up by a brand for a hybrid model (in-house repairs and outsourcing).



Some key levers

Make the right diagnosis quickly

To identify whether the product is repairable and if it's under warranty or not. It is essential to train sales and customer service teams to diagnose repair needs, and to know the techniques and tools required.

Communicating the reparability of underwear products

Offer a repair service directly from the brand, or direct customers to approved repairers, to provide the brand's guarantee (reassurance and quality standards).

Digitizing repair processes

The digitization of the repair service, via online questionnaires, photo sharing and digital tracking of repairs, makes it possible to streamline operations and exploit the data collected.

Optimizing logistics flows

Mastering the repair ecosystem enables to direct the product to the right repairer according to the difficulty of the repair, to optimize transport costs and shipment volumes, and to meet the deadlines announced to customers.

Analyze data collected (*most-repaired products, defective supplies*)

To improve product design in order to extend their lifespan and/or anticipate product reparability.

“ A clear distinction must be made between retouching from a technical and service point of view. Retouching generally requires a fitting ”

Blandine Barré,
Founder



“ We are training an AI to recognize defects from photos ”

Tanguy Frécon,
Co-founder

PROLONG

3.3_ They've done it! Discover testimonials from committed brands

“ At Ysé, we were early believers in the potential of repair, which we have fully integrated into our CSR strategy as part of our Circularity Pact. For Ysé, it is essential to offer a service that extends the lifespan of products, separates value creation from the extraction of new resources, and rethinks our relationship with clothes.

Our strength on this subject: we design each piece with highest standards, paying particular attention to the choice of materials, finishes, and the way it is told. Because when we love a piece, we want to keep it for a long time. But even with a lot of love and attention, a bra underwire can slip out, a hole can appear in the lace... That's why the repair was a natural choice.

We had to overcome a cultural obstacle: the idea that lingerie couldn't be repaired. To meet this challenge, we surrounded ourselves with experienced professionals, collaborating with Les Réparables, a French workshop specializing in textile repair. The repair service was launched in July 2024, with a strong commitment on our part: it is entirely paid for by Ysé.

Since its launch, feedback has been very encouraging. The service is highly acclaimed, and the satisfaction rate is very good. This feedback will also enable us to identify recurring weaknesses on certain models - and thus improve the quality of our products right from the design stage. ”

Celya CIRAK, CSR Manager

YSÉ

“ The consumer surveys we've carried out with The Lingerie Collective shows that the majority of people over 30/35 years old, right up to their sixties, don't repair or repair very little. Either because they've only known a linear economy, where it's cheaper to replace an item than to buy a new one, or because they've never learned to repair even a button.

In our case, the repair service has been offered confidentially to our consumers in boutiques for several years. In addition to complying with legal warranties, it's a service that enhances the know-how of our Chantelle and Darjeeling brands.

Since 2024, we've been providing visibility by advertising at the checkout in some of our Chantelle network boutiques. The aim is to open this up more widely to all the Chantelle and Darjeeling networks in 2025, and then through our e-commerce sites.

Products identified as repairable, i.e. whose deterioration is not due to poor maintenance for example, are taken care of by our teams. Within 2 years of purchase, costs are covered by our brands. Beyond that, we want to give our customers the opportunity to choose repair, notably because our products are made to last, and also because one out of every two products in our collection is a permanent item. Some of these permanents have been in the collection since the 70s. Proof that our products are timeless and need to be repaired rather than, in some cases, replaced.

Today, products are repaired by our prototyping workshop in Cachan; tomorrow, when we expand the service, it will be at our factory in Epernay.

Our factory is at the disposal of brands wishing to deploy this service. ”

Grégory DARCY, Sustainable Development Director

CHANTELLE

l'atelier tam tam

ON RÉPARE VOS MODÈLES PRÉFÉRÉS !

“ A high-quality textile article is made to last.
That's how Princesse tam tam sees its business.

*It's not enough to use recycled fibers to say we're responsible:
we also have to take responsibility for what we produce.*

*Repairing means recognizing that we are not perfect.
It means doing our best to improve and support the sustainability
of our productions.*

Created in our Paris workshop, they are also sent there for repair!

*What were the main objectives? To comply with the 2-year legal warranty and
give a second life to our products.*

*How have internal teams and customers reacted to the project?
Our teams are delighted to be able to offer this service to our customers, and
feedback has been positive. We receive around 4 to 5 products a week, which
means very low workshop costs (maximum 1 hour a week).*

*Are there any other comments on the implementation of the project?
We're lucky enough to still have a workshop at our head office, as well as basic
supplies on hand, which has made it easy for us to set up this repair service.
Unfortunately, we can't repair everything but we do our best to repair as many
products as possible.* ”

Olivia BROADFIELD, Quality Manager

PRINCESSE tam • tam

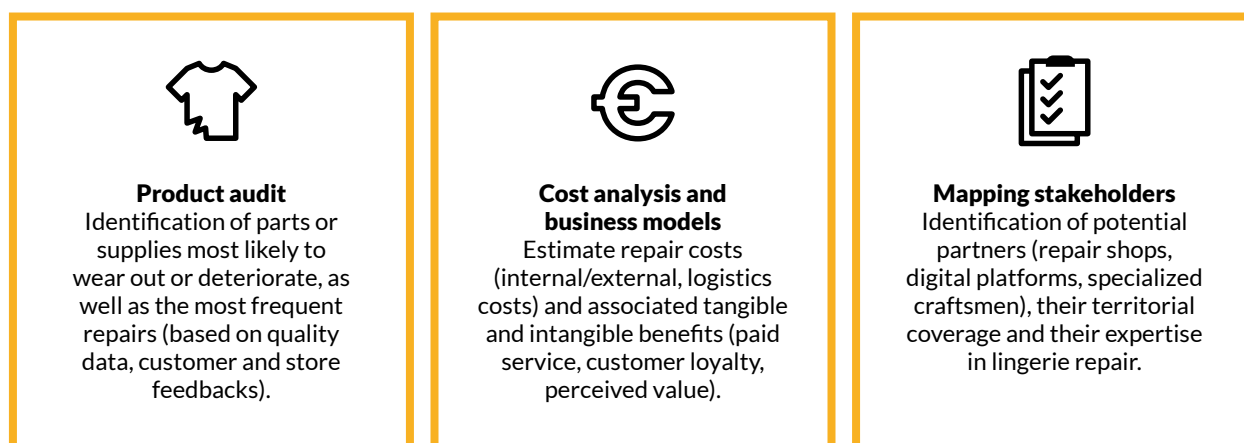


4_ Testing, experimenting, deploying : which methodology?

Brands wishing to test and deploy repair solutions can rely on different approaches, depending on their resources and maturity on the subject.

4.1_Feasibility study

Before deploying a repair offer, it is advisable to carry out a feasibility study:



4.2_ Experiment with POCs (Proof of Concept)

Several approaches can be tested before wider deployment:

Consumer testing (online or in-store)

- Test a first service on a selection of products.
- Free diagnostics to identify customers' repair needs.
- Proposal to cover all or part of the repair cost for the customer, to encourage adoption of the service.

Setting up an in-store repair service

- Test in a pilot outlet or in a selection of stores offering on-site repair or via a local partner.
- Deploying a repair culture among sales staff so that they can guide and advise customers.

Collaboration with a network of partner repairers

- Creation of partnerships with independent craftsmen or specialized platforms.
- Implementation of an approval process for basic and brand-specific repairs.
- Redirection via the brand's website to an approved repairer.

Repair and customization workshops

- Organization of discovery workshops in stores or online to teach consumers how to repair their items themselves.
- Possibility of adding an aesthetic dimension (embroidery, customization) to enhance the value of repairs.

Development of home repair kits and awareness-raising content

- Design of specific kits (e.g. bra clip replacement, bra strap replacement, etc.) to enable customers to repair their products themselves.
- Tutorials and educational content to guide usage and raise consumer awareness, in order to encourage commitment. This can take the form of dedicated campaigns, such as «Repair Month», or collaborative initiatives aimed at standardizing this practice.

4.3 _ Collective challenges to maximize the impact of reparation

The options are many, and each lingerie brand wishing to embark on repair will define its own path. However, some actions can be taken collectively, within the textile industry, to amplify the movement.

Making repair attractive and accessible

This means simplifying the process (for example, with practical kits or digital platforms) and improving territorial coverage. It's also important to highlight tangible benefits, such as reduced environmental impact.

Working together to create «lingerie standards»

- Validate a method for certifying lingerie repairers, to ensure a high level of quality repairs. Set up training modules and tutorials to explain the specifics of lingerie products.
- Launch a study on the harmonization of supplies: internally to facilitate the repairability of items, and externally (with other brands) to help repairers source commonly used supplies.

Informing and raising awareness

Lack of awareness of repair solutions is holding back adoption. Clear and collective communication is essential to promote their benefits and steer consumers towards existing solutions.

Referring lingerie repairers

In order to guide consumers and also brands wishing to work locally to limit logistics costs.

“ Repairers do not have the space to store all the supplies from all brands, so it is necessary to work together to standardize supplies. ”

Malek Doghri, Co-founder



Mobilizing brands as relays

By integrating repair into their discourse (customer awareness, partnerships and/or referrals to approved repairers), brands play a key role in its development.

**“ The repair must be made
«scalable»: create a common
repair cell and train repairers. ”**

Myriam Mentfakh, Co-founder

Le Lab+
Smart Fashion





5_ Get started! Refashion is here to support you

In line with the ambitious targets set out in the Refashion specifications, the industry is committed to increasing the number of repairs by 35% by 2028. To achieve this objective, concrete actions have been put in place, notably through the Repair Fund.

5.1_ The Repair Bonus, a booster for repairs

Financed by eco-contributions paid by brands, the **Repair Fund**, to which Refashion is devoting 13% of its budget in 2024, plays a crucial role in the development of textile and footwear repair. It finances key initiatives such as the Repair Bonus, which encourages consumers to embrace repair by covering part of the cost.

One year after its launch (in November 2023), **there were 1,530 repair locations certified by the Repair Bonus, throughout France, 30% of them belonging to brands.** On average, the Bonus finances a third of the cost of repairs carried out, representing a total of 6.8 million euros (figures to November 2024) saved by the French consumers since the Bonus began.

These encouraging results demonstrate the French public's enthusiasm for repair and the effectiveness of the measures taken.

For information

«Decree on compulsory posting of the Fonds Réparation: késako?»

As of July 1, 2024, and in accordance with Decree no. 2024-123, distributors subject to EPR in France for the CHF sector (clothing textiles, household linen, footwear) are required to inform their customers of the existence of a Repair Fund and the amount of associated bonuses. This information must be visible, legible, easily accessible and present in French physical and digital points of sale.

5.2_ The Repair Bonus has been extended to lingerie

Thanks to the work carried out by the Lingerie Collective, **the Repair Bonus has been extended to include lingerie items since 2025**, broadening its scope.

This deployment will make the cost of repairs more affordable for consumers, thereby removing one of the main barriers to adoption of this service.

In addition, opening up the system to lingerie items will make it easier to use repairers, thanks in particular to the **mapping of repairers**, enabling everyone to easily identify nearby certified professionals and have their lingerie items repaired.

5.3_ Towards a structured and dynamic repair sector

To amplify the impact of repair, it is essential to continue efforts to raise awareness, train professionals and structure the sector.

By mobilizing all players, from brands to consumers and repairers, it is possible to build a dynamic and sustainable repair sector, at the service of more responsible and sustainable fashion.

As part of its 2023-2028 specifications, Refashion, after focusing its efforts on labeling and training artisan repairers, will be stepping up its support for brands on the challenges of repair. Refashion is in the process of enriching its resources for brands, providing them with tools to integrate repair into their strategy. These resources will include arguments to support the project internally, as well as practical guides to help teams implement it.

To make sure you don't miss the release of these new tools, we invite brands to [subscribe to our newsletter](#) dedicated members'.

Acknowledgements

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Finally, we'd like to extend our warmest thanks to the **repairers** we interviewed for their availability, their inspiring testimonials and their daily commitment to more sustainable fashion.

Special thanks to **Bluequest** for framing and leading the Collective, and to the **Refashion experts involved**, whose contributions enriched and structured the work.

Thanks to this collective mobilization, we hope that this white paper will provide the keys to understanding the issues involved, and point the way for action to encourage the development of lingerie product repair.

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Appendices

Appendix 1: Respondent profile – Customer survey

Group member brands' newsletters and social networks to target lingerie consumers (entry-level, mid-range and premium) between June and September 2024.

18,250 respondents: 95% women and 5% men

Age distribution of respondents:

Age range	% of respondents
- 18 years old	0.10%
18 - 24 years old	1.5%
25 - 34 years old	6.88%
35 - 44 years old	17.24%
45 - 54 years old	27.05%
55 - 64 years old	26.67%
+ 65 years old	20.56%

Appendix 2: Respondent profile – repairers

Qualitative interviews supplemented by a questionnaire focusing on the most frequent deteriorations identified in the consumer survey.

11 players surveyed, representing a cumulative coverage equivalent of 900 to 1,000 repairers

Abracadabra Lingerie: Abracadabra is a French brand founded in 2022, specializing in refurbishing second-hand lingerie in its Roubaix workshop.

Contact: margaux@abracadabralingerie.fr

Atelier Fou de Coudre: Lille-based association that repairs and manufactures items from unsold or end-of-life textiles for professionals and consumers. Anchored in a social and circular economy approach, notably through professional reintegration.

Contact: atelierfoudecoudre@gmail.com

Atelier Interne Chantelle: Integrated workshop within Chantelle, dedicated to the repair of lingerie and textile parts, operating mainly for internal

production and the repair of customer returns, but also offering its services to other professionals.

Contact: sophie.gatignol@groupechantelle.com

Le Lab +: An eco-design and recycling consultancy with an integrated production workshop, as well as a certified training organization for brands, retailers and designers.

Contact: contact@lelabplus.com

Prolong: Platform dedicated to textile repair and care, for brands and artisans.

Contact: tanguy@prolong.io

Les Raccommodeurs: Digital interface for integrating maintenance, repair and customization into the product life cycle, for brands and craftsmen.

Contact: pauline@les-raccommodeurs.com

Rapid Couture: Network of franchises offering textile repair and training services throughout France, mainly for consumers.

Contact: florian.dekergorlay@rapid-couture.com

Les Réparables: Workshop specializing in repairs and design office providing support on the following subjects eco-design, reparability and recycling for consumers, brands and companies.

Contact: marques@lesreparables.fr

Save Your Wardrobe: Digital application linking consumers and textile repairers, working with individuals and brands, with an international reach.

Contact: malek@saveyourwardrobe.com

Tilli: Multi-channel service, at home, online and in workshops, for repairing items. The offer is aimed at individuals, brands and artisans.

Contact: savoirfaire@tilli.fr

UNACAC: «Union Nationale Artisanale de la Couture et des Activités Connexes». National network representing 99% of couture artisans.

Contact: unacac.national@orange.fr