



My Repair *Journey*

A practical guide to getting started with repairing clothing, household linen, and footwear.

Re_fashion

1. Did you know?

8 out of 10 French consumers

want to extend the lifespan of their products

83% are willing to have their clothes and shoes repaired rather than replace them

(source: IFOP survey for Refashion, 2023).

3 out of 4 French people

have already thrown away a garment or pair of shoes

that could have been repaired

(source: IFOP survey for Refashion, 2023).

3.5 billion items

were placed on the French market in 2024

(2,886 million clothes, 259 million shoes, and 362 million household linen items) representing nearly 10 million items placed on the market per day.

+35%

more items repaired by 2028

Objective set by Refashion's specifications: increase, thanks to the Repair Fund, from 16 million repaired items in 2019 to 21.6 million in 2028 (outside warranty).

Repair rather than replace — extend the life of your products. It's time to get started!

This guide is designed for brands and retailers in the Clothing, Household Linen and Footwear sector, headquartered in France. It aims to help integrate repair into their business strategies.

This step-by-step guide will help you fully understand the benefits and challenges of textiles and footwear repair. **Featuring Refashion's tools, such as the Repair Bonus and the Re_pare Directory**, this guide will help you strengthen your brand's commitment to the circular economy.

It is also here to help you build a strong brand message that aligns with your commitments to the circular economy.

Repairing means offering your customers a concrete solution to extend the life of their items.



2. Who are we?

Approved by public authorities, Refashion is the eco-organization for the Clothing, Household Linen and Footwear sector. As a brand, you pay an eco-fee to Refashion, which manages on your behalf the prevention and end-of-life of your products once they become waste.

Refashion supports you in reducing the environmental impact of your textiles and footwear throughout their entire life cycle.

Objective: repair rather than replace, in order to extend product life and reduce waste.

To achieve this, Refashion coordinates the **Repair Fund**.

Created under the **French AGEC law** (Anti-Waste for a Circular Economy) as part of the **Extended Producer Responsibility** (EPR), the Repair Fund, supports the **Repair Bonus** and all complementary actions aimed at achieving the goal of extending product life through repair.

Available only to businesses headquartered in France.

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3. What is the repair of clothing, household linen and footwear?*

*As defined in the official specifications.

It refers to all interventions that restore these items when they are damaged or worn, in order to extend their lifespan and reduce their environmental impact.

The repair of textiles and footwear is part of a circular economy approach. It focuses exclusively on restoring the product's original function.

It should therefore be distinguished from:



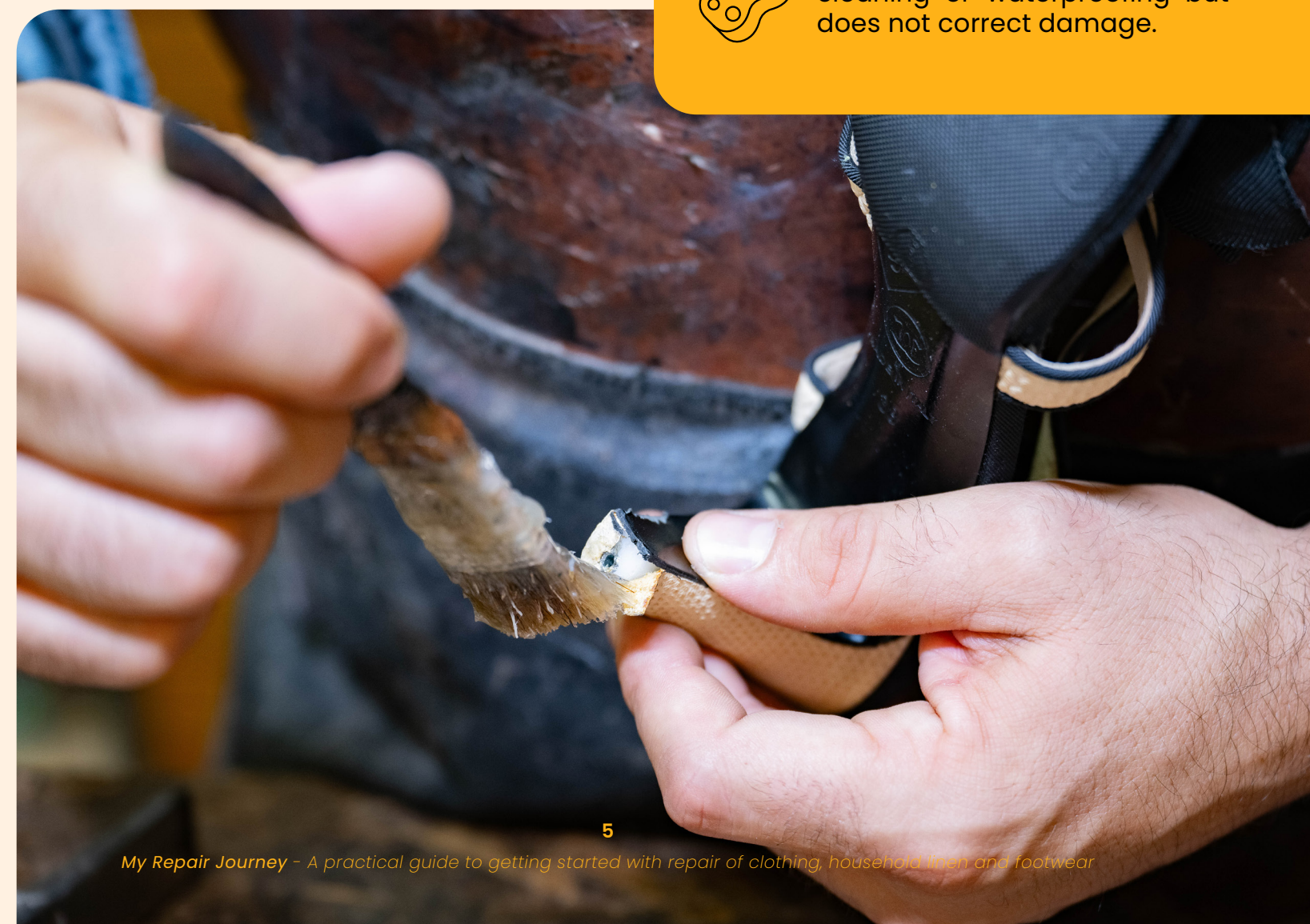
→ **Alteration**, which modifies a garment to adapt it to a new body shape.



→ **Upcycling**, which transforms a product for a new use or enhances it aesthetically.



→ **Maintenance**, which includes cleaning or waterproofing but does not correct damage.



4. Why engage in repair as a brand?

To join a broad movement and anticipate future developments

By integrating repair into your offer, you take a step towards a more circular fashion model by extending the life of your products and preventing them from becoming waste.

You can showcase your environmental commitment and anticipate upcoming regulatory changes that are increasingly reinforcing the circular economy.

To strengthen customer relationships and build loyalty

By offering a high value-added service, repair creates a strong bond with consumers. It allows products, to which customers may have an emotional attachment, to be restored to working conditions. A brand that offers repair shows it cares about its customers beyond the act of purchase.

Finally, repair can drive traffic to your stores and provide an opportunity to build a new relationship of trust with your customers.

To increase your visibility

As a company placing products on the French market and headquartered in France, you can offer a repair service to your customers and be certified by the Repair Bonus (see section 6 for more information). This also makes you visible on the map of certified repairers.

Cartography →

To improve your products

Repair allows you to gather customer feedback: by repairing your own products, you can identify production or design issues and improve the quality, durability, and design of your future products.

This way, you offer your customers solutions to extend the lifespan of their clothing, household linen, and footwear.

Integrate repair into your CSR strategy and showcase your commitments!

Improve the materiality of your impact and make it known to your stakeholders! Repairing is becoming a real strategic, environmental and social lever for committed brands.

1 Stronger governance

- Differentiate your brand by promoting a sustainable and responsible approach.
- Anticipate stakeholder expectations regarding circular economy and product repairability.
- Diversify your business model by offering an additional service.
- Develop partnerships with repair professionals and integrate new stakeholders into your business model.

3 Social impacts

Implementing a repair service supports:

- The preservation and transmission of technical know-how, internally or through collaboration with associations and/or local actors.
- The training of employees in repair-related professions, the creation of sustainable jobs, and the upskilling of teams.
- Consumers' purchasing power, by offering alternatives to buying new.

2 Environmental impacts

By extending the lifespan of your products, repair:

- Reduces the use of raw materials.
- Encourages ecodesign: more durable and better-designed products.
- Helps limit:
 - Greenhouse gas emissions
 - Industrial pollution
 - Pressure on natural resources

A valuable asset for your non-financial reporting:

By including repair in your reporting, you turn a constraint into a strategic, economic, and sustainable opportunity!

By integrating repair into your CSR strategy, you are not just meeting the obligations of the CSRD, you are asserting a future-oriented, sustainable and committed vision.

Several brands have already successfully integrated repair into their commercial offering: Zara, Eram, Patagonia, Veja...

*Adopted in 2022, the CSRD (Corporate Sustainability Reporting Directive), replaces the NFRD. It requires many companies to publish precise and structured ESG information in accordance with ESRS standards.

Why not you? →

5. The Re_pare Directory

How to find the right partners for repair?

Refashion has created **Re_pare**, a digital directory that connects textile and footwear repair professionals (whether they are certified under the Repair Bonus) with brands.

With Re_pare, you can:

- Easily find repairers ready to work with you and who meet your needs (location, expertise, capacity, etc.) or offer your own repair expertise to other brands.
- Start collaborations with repair experts.

How?

1 Register quickly on the directory! It's simple, free, and accessible to everyone.

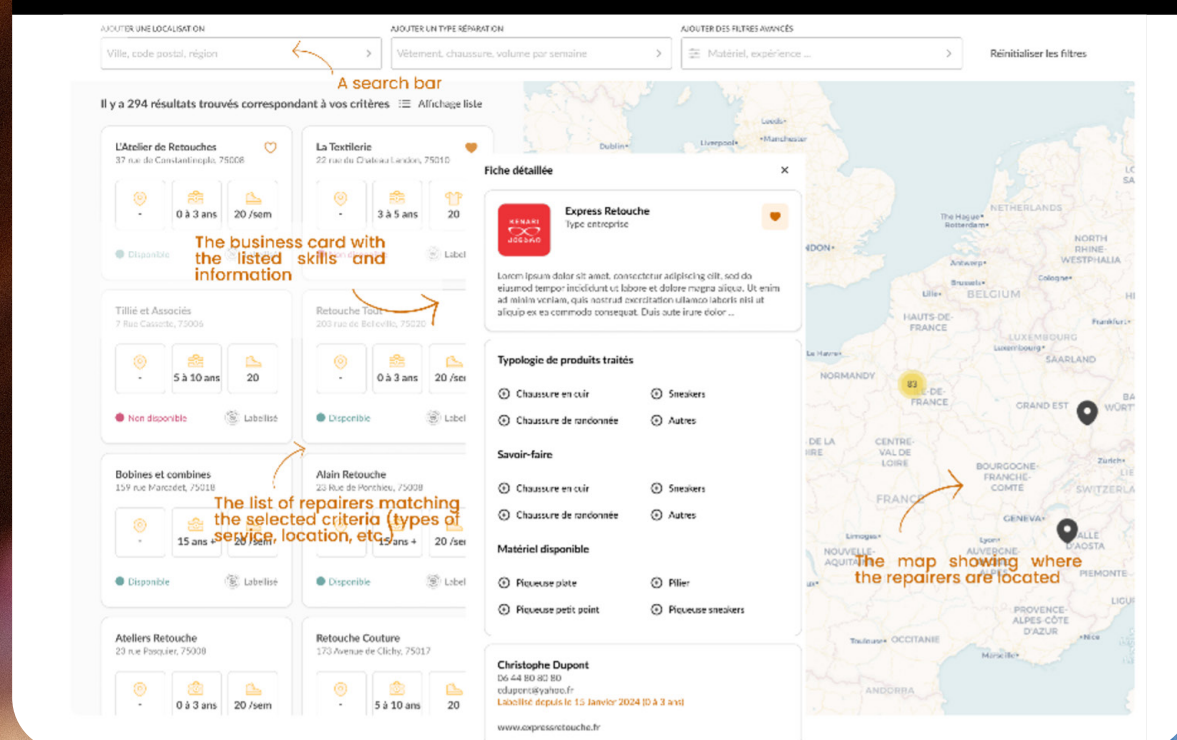
User Guide* →

2 Once you've registered, find a repairer, download their contact sheet, and you're ready to go!

The Re_pare Directory* →

Please note: Refashion does not guarantee the quality of the interactions or the repairs carried out.

*The platform and all related content are only available in French, as they are exclusively intended for repairers and brands in France.



6. The Repair Bonus

A free gateway to repair.

The **Repair Bonus** is a financial incentive that encourages consumers to have their clothing, household linen, and footwear repaired when they are damaged, worn, or torn, rather than throwing them away. This initiative is part of Article 62 of the French AGEC law and is supported by the Repair Fund.

In figures:

Launched in November 2023:

Over
1,500 Repair
Bonus-certified
repair points by the
end of 2024, including
36% operated
by brands.

Over
one million
repairs
have already been
carried out
(figures as of
February 2025).

€6.8 million
granted in 2024
in support of
the Repair Bonus,
funded by
your eco-fees.

As a brand headquartered in France, you can offer your customers the benefit of the **Repair Bonus**.

They can enjoy **discounts ranging from €6 to €25** depending on the type of repair:

- €7 for a hole or tear
- €8 to €15 for a zipper replacement
- €7 for a heel tip replacement
- €25 for leather resoling

The discount is applied directly at the checkout.

By giving your customers, the opportunity to repair their favorite items, you foster loyalty and drive traffic to your stores. Don't wait any longer to be certified!

The Repair Bonus →

7. Want to know more?

We are here to support you.

Repair can be perceived as being too complex for brands to implement.

To better understand your needs and support you in meeting them, we conducted work with industry federations over the course of a year.

To review the discussions held, you can download our **White paper**:

Supporting producers placing textiles, household linen and footwear on the market in adopting repair.* →

**Only available in French.*

New contents are coming!

Guide for **decision-makers** → End of 2025

(Economic models for repair, digital solutions, testimonials...)

Guide for **sales teams** → End of 2025

(Talking about repair, carrying out a diagnosis, getting started with the Repair Bonus API...)

All the tools, services and publications presented in this guide are intended for companies placing products on the French market and headquartered in France.

