

# IMPACT REPORT

*2024 Edition*



DIPTYQUE  
PARIS

UNLEASHING  
IMAGINATION  
*to elevate the world*

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## IMAGINING NEW POSSIBILITIES

Since its creation, La Maison Diptyque has been driven by the spirit of its three founders: their openness to the world, their awareness of its beauty, and their desire to tell its story in a new way.

From the beginning, Diptyque creations have featured clean, understated lines and a perfectly executed simplicity, which resonates today more than ever.

At the very core of the Maison, there has always been craftsmanship nurtured by a valued ecosystem of individuals who work together hand in hand to ensure its perpetuation.

Now, as we face new realities, it is more important than ever that we continue to cultivate new ways of understanding the world.

Climate change, ecosystem deterioration, as well as the need to meet the changing expectations of our customers and our teams and to safeguard the expertise of our partners, are all challenges which we must address.

The future of our activity depends on the efforts we make to protect the natural and human resources that have shaped our company.

Conscious of these challenges, strengthened by our diversity and positive energy, and with our goal of shared adventure guiding us, we are taking action today to create new stories.

The creation of our CSR department reflects our determination to undertake a transformation that is ambitious but essential to our Maison. The structural initiatives implemented in recent years demonstrate that we have the right level of energy to move things forward, to continue to innovate and design our products differently, to reinvent our ways of doing things, to reduce our impact, and to broaden our outlook.

The publication of this first impact report is genuine proof of this. We are firmly committed to the path of progress, a path that must remain meaningful. It is this sense of meaning that drives us to continually question and reinvent ourselves in order to imagine new possibilities.

Because at the core of our Maison shines our *raison d'être*: *unleashing imagination to elevate the world.*

**Fabienne Mauny**  
Executive Director



# LA MAISON DIPTYQUE

In bohemian Saint-Germain-des-Prés, the artistic, intellectual and celebratory heart of 1960s Paris, a creative adventure was born from the meeting of three multidisciplinary artists, Christiane Montadre-Gautrot, Yves Coueslant and Desmond Knox-Leet.



Three free spirits, three cultured aesthetes with backgrounds in interior design, theatre and painting, three friends united by art and a sense of beauty, a love of nature, and an insatiable curiosity about the world.

Together, they invented a new kind of space, midway between an artist's studio and a cabinet of curiosities. A place that reflected them and their sensibility and daring, where their creativity was on display alongside objects they had collected through their encounters and travel and refashioned when inspiration struck.

Together, they imagined a new 'art of living' at the confluence of the senses. Their first signature creation came to life in 1963: the scented candle, now transformed into a decorative sensory object-pure, creative and, through its very simplicity, universal. An object to stimulate the mind and awaken the imagination. Five years later, 'L'Eau' became the first of a collection of unisex fragrances, free from gender conventions, which offered a promise of boundless wanderings to faraway places, or to the intimacy of real or imagined memories.

Ever since, Maison Diptyque has opened the doors to a world all its own. A space between dreams and reality, between the personal and the universal, where imagination can roam free and creativity is unleashed.

*'We were artists.  
We were not driven by  
ambition, but rather by passion,  
imagination, creativity and the  
desire to do something with true  
integrity.'*

*Christiane Montadre-Gautrot*

## PRODUCTS

**4 categories**

Fragrances  
Candles & Home  
Bath & Body  
Home Decor

## TALENT

**6** offices worldwide

**+1 000** committed team members

**430** new positions created  
between 2020 and 2023

## INTERNATIONAL REACH

**1,300** points of sale | **IN 56** countries

**INCLUDING 123** Diptyque boutiques  
(31 in the Americas, 35 in Europe  
and the Middle East, and 57 in Asia)

**12** countries reached via e-commerce

**11** sites

**13** languages

**25** countries eligible for delivery

# RAISON D'ÊTRE

## UNLEASHING IMAGINATION TO ELEVATE THE WORLD

*Unleashing imagination* is our legacy, the founding spirit of our Maison and our future.

Since 1961, our Maison has been consistently dedicated to creating objects that inspire the wandering of the mind and senses to awaken the power of imagination.

Inspired by the arts, culture and nature, *Unleashing imagination* is an invitation to pursue our relentless quest for beauty, wherever it may lie, building a future imbued with poetry and sensibility.

*Unleashing imagination* means drawing new perspectives for our Maison, our teams and all the communities surrounding us.

*Unleashing imagination* is a call for our people and partners to create with passion objects that last, do better with less, reduce our footprint and build a Maison designed for today's and tomorrow's environmental and social challenges.

*Unleashing imagination* celebrates the richness of the world, of the individuality and journeys of our employees and partners, promoting inclusivity and cultural diversity as a fertile soil for our personal and collective reinvention.

*Unleashing imagination* is our path forward, our deepest belief, and our commitment.

*Unleashing imagination* is our raison d'être.





# TAKING ACTION

## OUR COMMITMENT

In a world in search of meaning, Diptyque cultivates a restless imagination to design a more sustainable future: a force for positive personal and collective reinvention.

Our commitment drives our pursuit of holistic progress, as we seek to create more equitable and responsible solutions, measuring our progress along the way.

This commitment is guided by the United Nations' Sustainable Development Goals.



PRODUCTS

## ECO-DESIGNING OUR CREATIONS

- DO BETTER WITH LESS
- PROMOTE CIRCULARITY
- PRESERVE CRAFTSMANSHIP AND EXPERTISE



PLANET

## IMPROVING OUR IMPACT ON THE WORLD

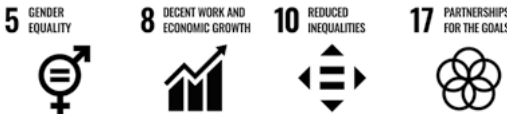
- ENSURE RESPONSIBLE SOURCING
- PRACTICING TRANSPARENCY ON OUR PRODUCTS
- REDUCE OUR CARBON FOOTPRINT



PEOPLE

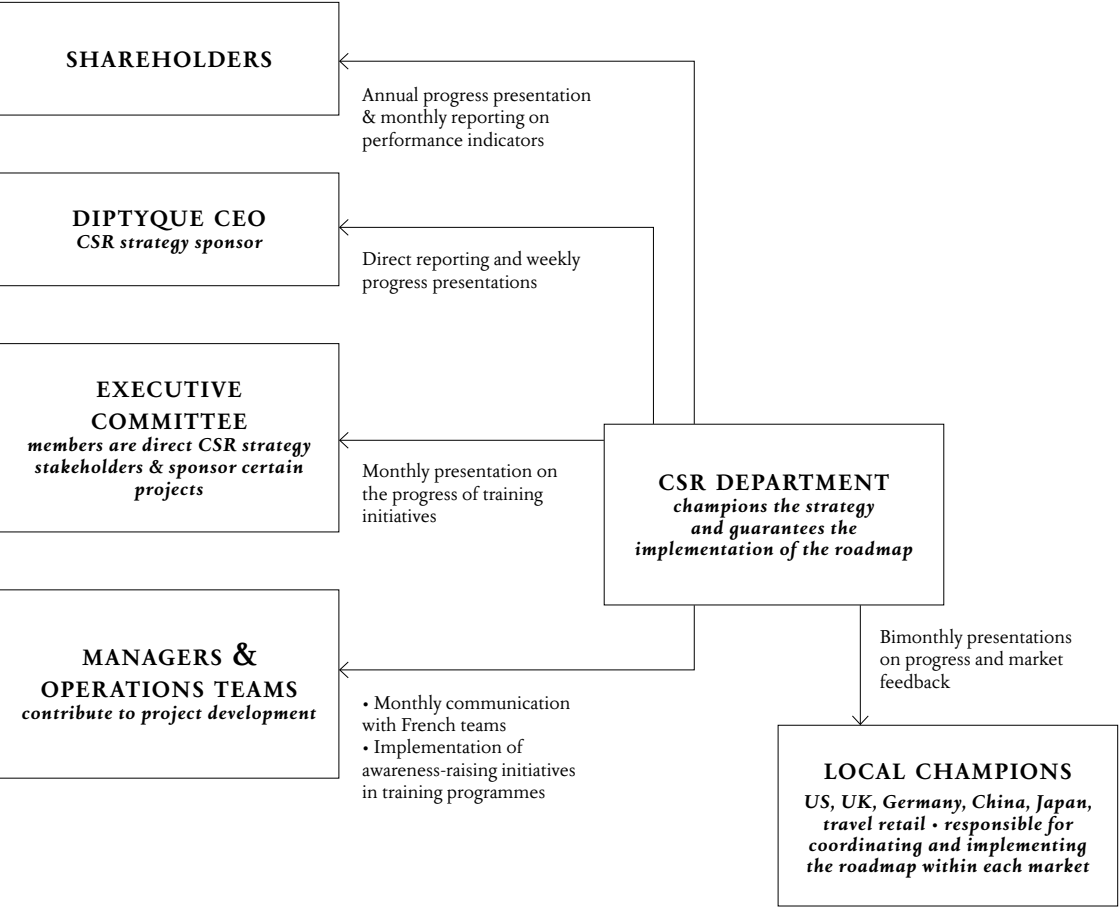
## CREATING NEW STORIES TOGETHER

- PROMOTE DIVERSITY AND INCLUSION
- FOSTER OUR TEAM'S COMMITMENT
- COLLABORATE WITH OUR PARTNERS



# CSR AT THE CENTRE OF THE MAISON'S STRATEGY

Reporting directly to the CEO, Fabienne Mauny, the Corporate Social Responsibility (CSR) Department is integrated into the Maison's highest level of management. Strategic presentations are made annually to the company's shareholders, William S. Fisher (Chairman) and Chris Garek (President), and monthly to the members of the Management Committee, who directly sponsor certain projects. In France and in our international subsidiaries, our managers and 'CSR champions' coordinate the integration and operational implementation of the CSR roadmap, ensuring that the annual objectives are validated by the teams.



## And in the future?

In the future, we intend to set up a CSR committee that will include external experts to help us better understand the issues around us, challenge our decisions and strengthen our roadmap going forward.





## EMBODYING OUR SHARED COMMITMENT

*'The formalisation of our CSR approach and the creation of a dedicated department have marked a new turning point in our company's transformation: uniting the individual initiatives already in place around a company-wide project. We have laid out a strategy that is both ambitious and realistic, embodied by our Executive Committee, and with a dedication embodied by all our team members.'*

*Our collective commitment is the cornerstone of all our initiatives, at every level of the company and across all our subsidiaries. This commitment is also the key driver that will allow us to effectively carry out our company's priorities now and over the coming years.*

*Our recent advances in eco-design and our switch to sea freight instead of air freight show our desire and agility to move ahead quickly.*

*By capitalising on the sincere and genuine commitment of each and every member of our teams, and combining and amplifying this determination, I am convinced that we will achieve our objectives and make the changes necessary to bring about the future we imagine.'*

**Pauline de Rodellec**  
CSR Director



# OUR MATERIALITY ANALYSIS

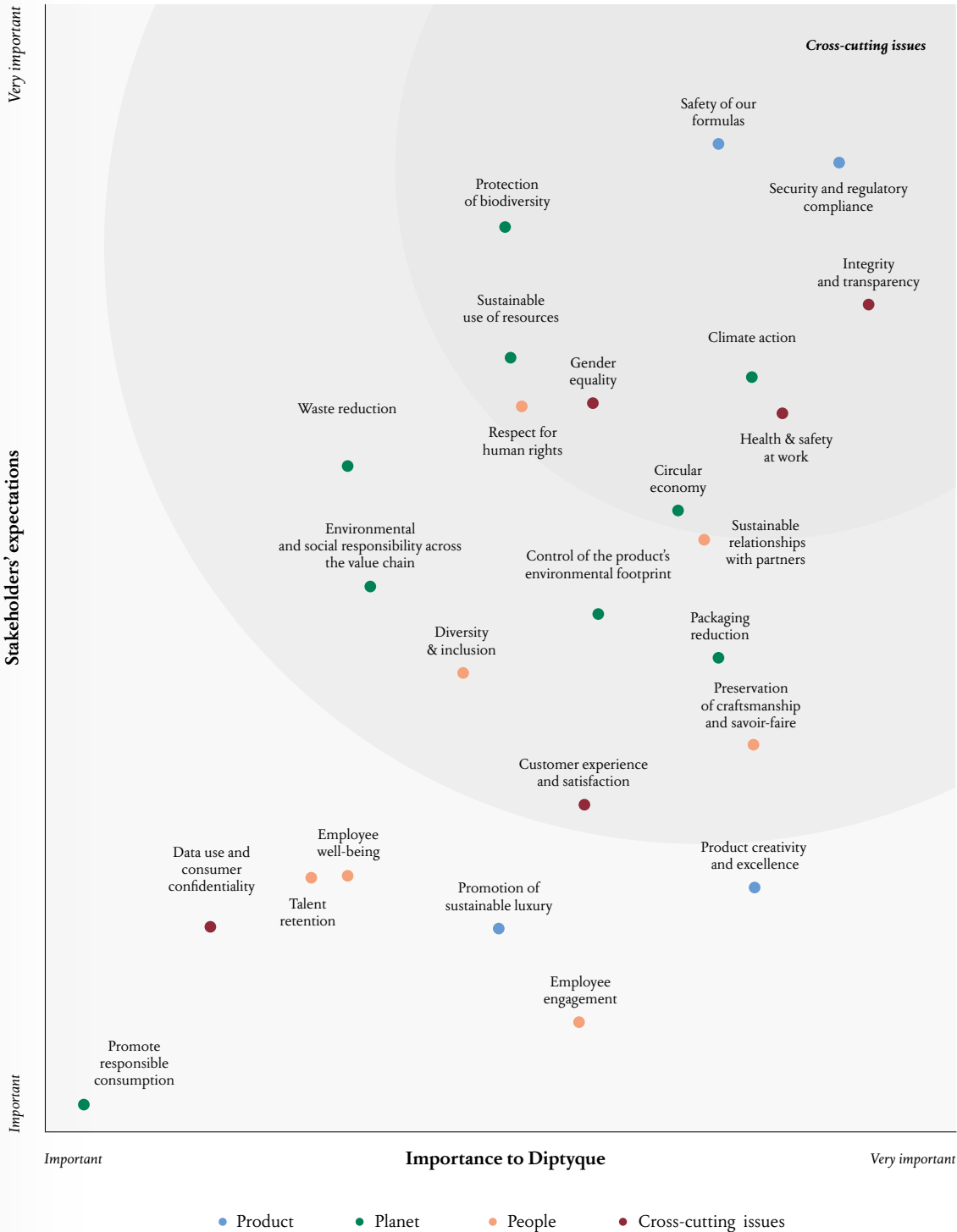
In 2023, Diptyque carried out its first materiality analysis to identify the main CSR challenges in relation to its activities, its priorities and the expectations of its stakeholders.

- ### A rigorous 4-step methodology
- 1. Defining and categorising key challenges
  - 2. Stakeholder mapping
  - 3. Assessing challenges through consultation with stakeholders
  - 4. Classifying issues in terms of their importance to stakeholders and to Diptyque's activities.

### Our CSR priorities

The materiality analysis helped to identify the most fundamental CSR issues for Diptyque.

These include the safety of our products and our teams, the innocuousness of our formulas, the promotion of a circular economy, and our impact on the environment and climate change.



# KEY MOMENTS

2008

Refillable travel perfume

2011

Start of collaboration with the Virebent porcelain house in the Lot (France) to create very large indoor and outdoor candles in enamel earthenware

2012-2021

Diversification of refillable ranges: Hourglass, 'Un Air de Diptyque' electric diffusers, car diffusers, solid perfumes, refills

2014

Partnership with the Givaudan Foundation: sustainable ylang-ylang cultivation, (Comoros)

2017

Partnership with the Givaudan Foundation: sustainable vetiver cultivation, Haiti

2020

Formalisation of Diptyque's values

2021

Introduction of the CSR approach

Formalisation of the Diversity & Inclusion Charter

Creation of the first in-store refillable fragrance service

2022

Creation of the CSR department

First Carbon Accounting Analysis (for 2021)

La Droguerie collection launch: 1<sup>st</sup> Ecocert-certified range (4 products)

Vendredi, a community engagement platform, launches in France

Creation of the first recycling service in the Diptyque Paris Passy street boutique

1<sup>st</sup> Employment of People with Disabilities Awareness Week

2023

Eco-design packaging strategy launch

Publication of a new eco-formulation charter

Les Mondes de Diptyque launch: 1<sup>st</sup> range of refillable candles

The Climate fresk (climate change workshops) are integrated into the staff training programme

2024

Transparency and traceability platform launch

Formalisation of the supplier code of conduct

# ON THE HORIZON



PRODUCTS

## ECO-DESIGNING OUR CREATIONS

Reinventing our creative processes by reconciling quality, energy efficiency and circularity throughout the life cycle of our products.

DOING BETTER WITH LESS

- 2026** | 100% of our new products will be eco-designed (in compliance with the eco-formulation and eco-design packaging charters)
- 2028** | 100% of our portfolio will comply with our eco-formulation charter  
50% of our portfolio will include recycled materials  
0 cellophane

PROMOTING CIRCULARITY

- 2028** | 50% of our boutiques will offer a circular economy service<sup>1</sup>

PRESERVING CRAFTSMANSHIP AND EXPERTISE

- 22** | certified ‘Living Heritage’,  
Entreprises du Patrimoine Vivant, EPV partners



PLANET

## IMPROVING OUR IMPACT ON THE WORLD

Working to implement more sustainable processes in order to optimally manage our value chain and its impact.

PRACTISING RESPONSIBLE SOURCING

- 2028** | 100% of the natural raw materials in our fragrance concentrate will be transparently and responsibly sourced

PRACTICING TRANSPARENCY ON OUR PRODUCTS

- 2026** | 100% of our portfolio will be published on our transparency platform (excluding limited edition products)

REDUCING OUR CARBON FOOTPRINT

- 2030** | 42% reduction in our GHG<sup>2</sup> emissions (scopes 1 and 2) compared with our baseline year of 2023  
52% reduction in our GHG emissions (scope 3) per unit sold compared with our baseline year of 2023  
*Intensity indicator in development – to be published in 2025*

1. Fragrance Refill, Recycling and Repair Service  
2. Greenhouse gas



PEOPLE

## CREATING NEW STORIES TOGETHER

Supporting the commitment of our teams and partners in a collaborative, open and inclusive process.

PROMOTING DIVERSITY AND INCLUSION

- 2025** | 100% of our staff trained in Diversity & Inclusion issues
- 2026** | 100% of our managers trained in inclusive recruitment

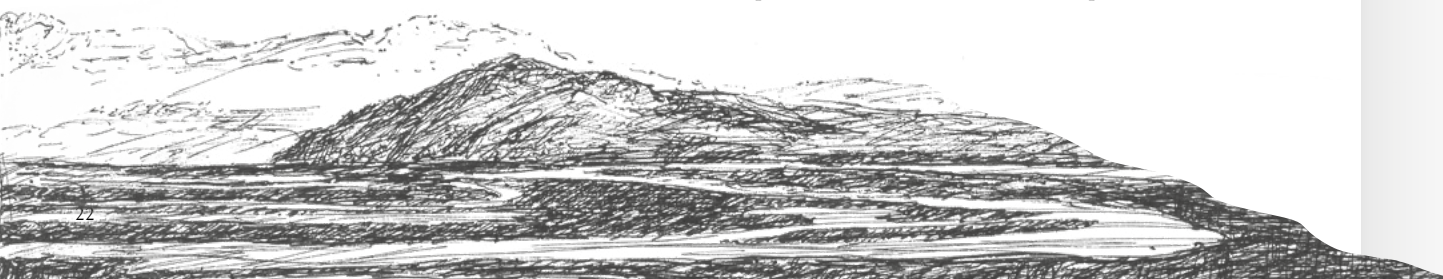
FOSTERING OUR TEAM’S COMMITMENT

- 2025** | 100% of our staff trained in climate and environmental issues  
100% of our staff in France will have taken part in an individual or collective social initiative via Vendredi<sup>3</sup> (75% in 2024)

COLLABORATING WITH OUR PARTNERS

- 2025** | 100% of our partners will have signed our code of conduct

3. Engagement platform enabling employee participation in solidarity actions







## UNLEASHING IMAGINATION TO **ECO-DESIGN** **OUR CREATIONS**

*Our Maison has always drawn its inspiration from nature, the arts and faraway places. An imagination that is conscious of today's realities, and which is now driving us to reinvent our design processes and create objects that are more sustainable, by combining energy efficiency and desirability, respect for nature and quality. Objects which are synonymous with a revival in craftsmanship.*







## BRINGING NEW IDEAS TO LIFE

*'Giving shape to ideas is our business, but we can't ignore the footprint of our products.*

*Creating more respectful formulas, limiting the use of materials, cultivating transparency while promoting the craftsmanship of our partners...*

*I'm convinced that the best ideas are born from limitations.*

*New creative opportunities are opening up, allowing us to explore new territories, develop our expertise and unleash the imagination of all those who contribute to the Diptyque adventure.*

*Our Maison has always cultivated a special connection to the world.*

*Our curiosity is our greatest strength and will be the very foundation of our future success.*

*Together, we are making progress towards a more responsible and sustainable world, humbly aware of the distance we still have to travel, but steadfastly determined to keep moving forward on this journey.*

**Laurence Semichon**  
Brand Senior Vice-President



# DOING BETTER WITH LESS

Diptyque strives to create inspiring designs that reconcile premium quality with low environmental impact. From the materials we use, to our processes, to the containers that hold our products, we believe that the quest for excellence must go hand in hand with the challenges of energy efficiency and circularity.

2026 AMBITION

100%

of our new products will be eco-designed (in compliance with the eco-formulation and eco-design packaging charters)

## More responsible formulas

Diptyque attaches the utmost importance to the formulas of its products in order to offer an exceptional sensorial experience and to meet new expectations in terms of health and respect for the environment.

## Our eco-formulation charter

We are committed to selecting the best ingredients, whether they are natural or synthetic, and avoiding ingredients derived from animals and endangered plant species. We also avoid ingredients that are not ethical or that may be harmful to health or the environment. In 2023, with detailed guidelines for each of our four product categories, we strengthened the standards set out in our eco-formulation charter, going beyond the strictest European regulations at international level. Our new charter is now applied to all our new developments, and is also guiding the gradual improvement of our portfolio in line with the priorities we have identified.

2023

2028 AMBITION

39%

of our fragrances and cosmetics portfolio complies with our eco-formulation charter

100%

of our global portfolio will comply with our eco-formulation charter



## Natural and synthetic: a perfect partnership

All the Maison's fragrance concentrates are composed of natural raw materials and synthetic molecules. Natural and synthetic materials complement each other and are essential for creating an olfactory palette that is rich in nuance and original fragrances with optimal diffusion and longevity.

In addition to responsible sourcing and greater traceability of our natural ingredients, Diptyque is also focusing on developing more environmentally-friendly extraction and processing techniques, such as supercritical fluid extraction—which avoids the use of petrochemical solvents—and biotechnology,

to create new generations of ingredients using fewer resources.

In parallel, synthetic molecules broaden the perfumer's palette by opening up new olfactory terrain and offering good longevity and sillage. Synthesis also has the advantage of allowing us to replace certain natural ingredients that we no longer wish to use for ethical, environmental or health reasons. In collaboration with our perfumers, Diptyque is committed to transforming our palette by incorporating more green chemistry principles into our new creations.





## An environmental score for all our packaging

Since 2022, all our packaging and containers have been assessed using the SPICE Tool, a reference tool in the cosmetics industry for analysing the environmental performance

of products using the PEF (Product Environmental Footprint) methodology developed by the European Commission. This eco-design tool guides each of our designs and enables us to compare the overall impact of each option considered.

## More sustainable objects

At the heart of Diptyque's commitment to craftsmanship is the desire to use noble, high-quality materials that will stand the test of time and that can be reused, such as glass and ceramics. True to this philosophy, and aware of the new challenges specific to certain categories of materials, we continually re-examine our creative process. We want to create eco-designed objects that have a low environmental impact throughout their entire life cycle, from the choice of raw materials to end-of-life.

2023

86%

of our packaging  
is from France  
(96% is from Europe)

## Our eco-design packaging charter

### 3 PRIORITIES

**Priority 1:** Limit waste by reducing the quantity and weight of materials needed to make our products and objects, particularly cardboard packaging and single-use plastics.

**Priority 2:** Replace virgin or non-recyclable materials with recycled or recyclable alternatives (glass, cardboard, plastic), taking care to improve recyclability (separability of components).

**Priority 3:** Increase the duration of our creations through our refillable ranges or through the creative re-use of objects.

### 10 PRINCIPLES

*guiding our new developments*

1. Improvement in overall environmental impact (calculated using the SPICE Tool<sup>1</sup>)
2. Refillable containers whenever it makes sense
3. Zero cellophane
4. Zero surplus
5. Recyclability
6. Use recycled materials whenever possible
7. Optimise the delivery of our formulas 'down to the last drop'
8. Plan for reparability
9. Prioritise local French and European manufacturers
10. Prioritise sea freight

1. Systematic improvement of packaging score developed in reference to previous packaging



### Three-way governance

In July 2023, we set up an eco-design committee that brings together our marketing, product development and CSR departments every 6 months to implement our CSR roadmap and monitor our progress. Four priorities guide our new developments and the improvement of our existing portfolio: optimising secondary packaging, integrating recycled materials, improving recyclability and forward-looking innovation.

2023	2028 <small>AMBITION</small>
<div>84%</div> <div>of our portfolio is recyclable<sup>1</sup></div>	<div>100%</div> <div>refillable, reusable, or recyclable</div>
<div>25%</div> <div>of the products in our portfolio are refillable<sup>2</sup></div>	<div>50%</div> <div>of the products in our portfolio will include recycled materials</div>
<div>12%</div> <div>of the products in our portfolio do not contain cellophane</div>	<div>0</div> <div>cellophane</div>

1. In accordance with French sorting guidelines  
Please check your local sorting guidelines.  
2. Including fragrance products that can be refilled in-store

### Better-designed boutiques

At the end of 2023, we launched a life cycle analysis (LCA) of a representative point of sale for our retail concept. This standardised method, which aims to assess the environmental impact of a product or system over its entire life cycle using a multiple criteria approach, will allow us to identify the main impacts of our points of sale. This will subsequently enable us to propose areas for improvement, which will be formalised in a set of retail eco-design guidelines.

### A second life for our window displays

In 2023, thanks to the efforts of our architecture and visual merchandising teams, all our window displays in France were recycled in collaboration with our partner Cycleo. We are working on introducing this practice in all our boutiques in Europe. To optimise our recycling campaigns, we systematically seek out local partners. Cycleo is committed to a rigorous environmental approach and works to locate local players in each of the countries concerned to ensure customised recycling and sorting.

<div>+ 800 kg</div>	<div>of disassembled and recycled materials</div>
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In 2023, we also recycled our Christmas window displays in all of our European markets. In France, all the displays were donated to the organisation Ciel de Papier to be reused as theatre sets. A three-way agreement has also been signed under which our partner Cycleo will recycle the set elements once the production's tour is over.





# OUR ECO-DESIGNS

## ACHIEVEMENT #1

### LA DROGUERIE good, beautiful, useful

Certified products made in France, natural formulas and infinitely refillable bottles: launched in 2022, La Droguerie is a collection of interior products that marries sustainability with perfumery expertise, and sensory pleasure with respect for the environment.

## CERTIFIED FORMULAS

4	99%
out of 6 products in the range are composed of	natural ingredients and certified by Ecocert, a label that ensures sustainable practices throughout the entire product development process

## GLASS CONTAINERS

refillable (3 products)  
made from recycled glass (60%)  
without packaging or cellophane (4 products)



## ACHIEVEMENT #2

### LES MONDES DE DIPTYQUE The refillable candle

Imagining and designing quality objects that are made to last has always been at the heart of our quest for excellence. It's a timeless philosophy that we wish to anchor in today's challenges as we gradually expand our range of refillable products, whose impact is reduced the more they are reused.

'Les Mondes de Diptyque', our first range of fully refillable candles are designed to be truly decorative objects. Each refill, available in the collection's five scents, takes the form of a wax bar moulded in an ultra-lightweight, eco-designed plastic shell made from 100% recycled and recyclable plastic.<sup>1</sup>

This new range is the result of a long process of research, development and industrial fine-tuning to design a product capable of meeting our technical constraints (resistance to heat and durability during transport) and our customer experience requirements (easy removal of the wax from the mould).



-46%  
reduction in the environmental impact of the candle over its entire life cycle, after the first refill is purchased<sup>2</sup>

1. In accordance with French sorting guidelines. Please check your local sorting guidelines.  
2. Comparison of greenhouse gas emissions expressed as the difference in CO2e generated by the purchase of two non-refilled 'Les Mondes de Diptyque' candles versus one 'Les Mondes de Diptyque' candle refilled once with a wax refill. The assessment takes into account the environmental impact of the packaging (candle jar and outer box) over its entire life cycle and the nature of the materials, their origin, the manufacturing process and the finishing of the components, their transport and the transport of the finished product and its end of life. Calculations based on the Life Cycle Assessment method and the SPICE Tool.

# PROMOTING CIRCULARITY

Aware of the need to invent a new model which respects planetary boundaries, we are working to implement and promote new circular economy approaches in order to extend the life of our products and limit their impact.

## A new lease of life

From the design stage through to use, we strive to imagine and give our creations secondary uses, enabling our customers to keep them for as long as possible or to find the best solutions for recycling them.

**2023**

**20%**

of our boutiques offer a circular economy service

**2028** AMBITION

**50%**

## In-store refills

Launched in 2021, our in-store refill service allows customers to bring in their empty fragrance bottles and have them refilled in the boutique. This service is available for fifteen of our eau de toilette and eau de parfum (40% of the portfolio).

Refills are available at points of sale and via e-commerce for our hand care, certain La Droguerie products, Les Mondes de Diptyque candles and solid perfumes.

Our strategy is guided by a dual objective: increasing the number of points of sale offering an in-store refill service, while gradually expanding the range of products that can be refilled at home.

**2021**

**4**

of our boutiques offer a refill service

**2023**

**23**





### In-store recycling

Since November 2022, our boutiques have been collaborating with CEDRE (the Environmental Centre of Reconditioning and Ecological Recycling), a pioneering company in the recovery and recycling of luxury goods and cosmetics in France.

This initiative recovers more raw materials from the product and the formulas than conventional recycling pathways, down to the last drop.

2023

4

boutiques in Paris

SINCE  
JANUARY  
2024

5

boutiques in London  
partnered with Terracycle

### In-store repairs

We take great care to guarantee the quality of our creations, but some components can wear out over time. In order to extend their lifespan, the pumps for our fragrance bottles and refill-able hand care ranges can be replaced in our boutiques.

In addition, all our new products are now designed to be easily taken apart, making it easier to replace parts in-store.



# A CIRCULAR MODEL

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ACHIEVEMENT

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**DIPTYQUE X CEDRE**  
**A key partner for achieving circularity**

CEDRE (the Environmental Centre of Reconditioning and Ecological Recycling) is an organisation specialising in the disassembly and recycling of materials and manufactured products. It is based in Pithiviers in the Loiret in France.

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A VIRTUOUS CYCLE

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Collected directly from our boutiques, all our products, whether empty or not, can be sent to CEDRE, where they are disassembled by hand. Each part of the product, including the formula, can be sorted by the family of materials regardless of size. The materials are then made available to recyclers so they can be reintroduced into the chain of production.

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BETTER MATERIAL RECOVERY

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While most of our packaging can be recycled through conventional channels, the recycling process at CEDRE is highly optimised. Our glass bottles, for example, are sorted exclusively with very high quality, transparent fragrance glassware. This glass will need to undergo fewer treatments to be remade into fragrance glassware than if it had been mixed with food glassware, which is less pure and of lower quality. Any remaining fragrance formula can also be reused, particularly in the cleaning products industry.





# PRESERVING CRAFTSMANSHIP AND EXPERTISE

From its inception, Diptyque has brought together excellence in expertise and materials. Our creations are brought to life by passionate craftspeople working with the support of the Maison.

## Preserving expertise

Designers, glassmakers, ceramists, master waxworkers, perfumers... As inheritors and guardians of time-honoured, traditional techniques, we develop our creations with our partners, mainly in France and Europe, who are selected for the excellence of their craftsmanship. Many of our objects require hand-crafting at one or more stages, while others are entirely handmade.

2023

65

products made entirely by hand<sup>1</sup> including 75% of the Decoration collection

99%

of the products in our Decoration collection range are made in France, Italy or Portugal

## A living legacy

Diptyque's creative expertise is the result of a living legacy that has been enriched through the years. A bridge between tradition and innovation, passion and creation, history and the future, many of the French artisans we partner with have been awarded the 'Living Heritage' (EPV) certification. This mark of recognition from the French government managed by the Institut National des Métiers d'Art has been awarded for nearly 20 years to companies that are ambassadors of France's historic and future expertise.

22

of our partners are certified 'Living Heritage' artisans (Entreprises du Patrimoine Vivant, EPV)

1. 60 from the Home Decor range and 5 extra large candles



# SHARING SAVOIR-FAIRE

## ACHIEVEMENT #1

### THE DECORATION COLLECTION A story of connections

Reinvented materials, repurposed objects, limited editions, respect for local craftsmanship, time-honoured traditions and the transmission of knowledge... True to the Maison’s philosophy, each object tells the story of a connection: that of a craft and a material.

## GETTING TO KNOW THE MATERIAL...

... whether it is recycled, like our paperweights made from glass scraps collected from Murano glassblowers, or given a new purpose, like the Medicis vase made from white wax.

## MEETING WITH THE ARTISAN...

...whose talent inspires respect for craftsmanship. Our iconic Fresnel candle holders, for example, were created by Waltersperger, one of the last surviving century-old glass and crystal houses, and now a ‘Living Heritage’ artisan. These exceptional pieces are produced in limited numbers of only half a thousand a year, to ensure quality and allow the business to remain small and independent.



## ACHIEVEMENT #2

### THE EXTRA LARGE CANDLE A metamorphosis of materials

Each of our extra large indoor and outdoor candles comes in an enamel earthenware pot, hand-crafted by the skilled artisans who

help us to make exceptional products. One of these partners is the Virebent porcelain factory, which opened in 1924 in Puy-l’Évêque in the south of France, and which employs time-honoured techniques resulting in an extremely exacting level of expertise: each pot takes four to five days to make. The pot is then sent to the Manufacture Française de Bougies in Provence, where the wax is poured by hand in several stages.

From the initial design to the finished object, the entire manufacturing process takes several weeks.





UNLEASHING IMAGINATION TO

# IMPROVE OUR IMPACT ON THE WORLD

*Our company started with a shared passion for nature, and this drives our commitment to leave a positive legacy and make a positive impact. This is why we are working to introduce new, more sustainable processes, based on awareness and transparency, which will enable us to reduce the footprint of our value chain.*







## INNOVATING BY CULTIVATING OUR AGILITY

*‘Contributing to protecting the planet and its resources has always resonated with our Maison’s history, but now the long-term future of our craft, our expertise and our creations is also in question.*

*From the sourcing of raw materials to the reduction of greenhouse gas emissions across all our activities, the focus on reducing our impact and the measures implemented across our value chain lie at the core of our transformation. We’ve already had some significant successes, and we commend our teams for their conviction, commitment and energy. The momentum is there, change is already in motion.*

*Collectively driven by the desire to achieve our goals, our success depends above all on our ability to prioritise and manage the key projects that will structure the years ahead. To achieve this, we can count on the agility and capacity for innovation that are an inherent part of the history and identity of our Maison.’*

**Nicolas Floquet**  
Chief Operating Officer

# ENSURING RESPONSIBLE SOURCING

Our commitment to excellence is embodied in the lasting ties we have formed with the natural and human ecosystems within which we operate. Mindful of the origin of all our raw materials and committed to ensuring their quality, we work hard to guarantee that they are sourced with respect for people and the environment.

## A conscious approach

An in-depth knowledge of our supply chain and channels and the traceability of our ingredients are necessary to guarantee sustainable sourcing. Our responsible purchasing policy is based on our long-standing relationships with our suppliers. Recently formalised, this policy explicitly lays out our environmental, social and ethical standards, with a particular focus on transparency.

## Natural materials

The careful selection of natural raw materials is central to the Maison’s approach. We work closely with our perfumers to ensure that our supply chain meets our exacting standards in terms of olfactory quality, respect for the environment, biodiversity and ethics. Uncompromising when it comes to ingredient traceability, we are now able to guarantee the country of origin of each of the natural ingredients in all our fragrance concentrates,<sup>1</sup> and we intend to continue this initiative with the support of our partners.

1. In quantities greater than 100 ppm

2023

100%

of natural raw materials for our fragrances are transparently sourced

## Sustainable supply chains

Conscious of the need to protect nature and preserve the integrity of those who work with it, we support and encourage more virtuous practices by participating in positive impact programmes. As part of this vision, we have worked with the Givaudan Foundation for over a decade to preserve plant species and support local communities for two of our supply chains. This is an initiative that we hope to build on over the coming years through new programmes and partnerships.

2023

2028 AMBITION

2

positive impact programmes supported

5





# LIVING ECOSYSTEMS

ACHIEVEMENT #1

## YLANG-YLANG, MOHÉLI - COMOROS (2014) Sustainable cultivation

One year after we imagined Eau Mohélie, a composition centred around the flower of the ylang-ylang tree, the Maison partnered with the Givaudan Foundation to safeguard the cultivation of this precious flower from the island of Mohéli in the Comoros. In this environment, unregulated production would lead to ecological disruption detrimental to both the quality of the flower's essence and the plant's future fertility. In line with our

long-term approach, which is reflected in a range of social and environmental measures, the company has helped to create nurseries for the firewood used in the distillation process in order to limit deforestation. New energy-efficient stills have also been installed to reduce wood consumption.

**10 years**  
of partnership  
in 2024

**+ 50,000**  
trees planted as part  
of our collaboration with  
the island's inhabitants



ACHIEVEMENT #2

## VETIVER, HAITI (2017) An olfactory treasure

The most prized vetiver is grown on the island of Haiti. Since 2017, in partnership with the Givaudan Foundation, Diptyque has supported a cooperative of 300 farming families who grow this essential perfumery ingredient. The roots and essential oil produced are Fair For Life certified, which guarantees a minimum sale price, individual and community incentives for producers, and the full traceability of the raw material (from root to essential oil). Our partnership has also allowed around a hundred women from the farming community to create their own vegetable gardens, giving their families access to a wider range of produce and the opportunity to diversify their farming activities and sources of income.

In addition to fostering a more sustainable and ethical approach to vetiver cultivation, there are also environmental benefits. Studies have shown that vetiver can help to slow soil erosion under the right growing conditions through its deep and intertwining root system.

**+100**  
women received training about market gardens  
(composting, crop maintenance and protection,  
marketing of harvests) between 2020 and 2022





# PRACTICING TRANSPARENCY ON OUR PRODUCTS

Driven by our high standards in terms of traceability and the new expectations of our customers, we are committed to ensuring that our creations and our practices are rooted in an exacting process that balances desirability, sustainability and transparency.

## Complete transparency

We have made the choice to offer everyone a look behind the scenes at the production processes for our fragrances and decorative objects. Launched in April 2024, our transparency platform gives our customers access to information about the composition of our products, the origins of the raw materials we use, and our partners' expertise. We conduct in-depth work jointly with our suppliers to provide transparent information and to meet the growing expectation of our customers, who want to know more about how our creations are made.

2023

20%

of our portfolio is available on our transparency platform

+100

natural and synthetic materials for perfumery for which information is available

44

supportive partnerships with skilled suppliers and subcontractors

2026 AMBITION

100%

(excluding limited edition products)





# DIPTYQUE'S TRANSPARENCY PLATFORM



## LEARN MORE ABOUT OUR CREATIONS

Designed in partnership with Tilkal, a company specialising in traceability and transparency, our transparency platform can be accessed directly from the product pages of our website.

The platform provides customers with detailed information on the signature raw materials used in our concentrates, and the ingredients found in our candles, fragrances, body care products, and home cleaning products.

This interface is also a valuable source of information on our trusted partners, some of whom have worked with us for over two decades. It is an important way to showcase their expertise and best practices.





# REDUCING OUR CARBON FOOTPRINT

## Our carbon accounting analysis

In 2021, Diptyque conducted its first Carbon Accounting Analysis (Bilan Carbone®) to identify the Maison’s main sources of greenhouse gas emissions in order to develop a climate strategy and put in place an action plan to reduce emissions.

In 2024, this assessment will be performed again (using 2023 as the baseline year) in order to reassess our impact in light of the Maison’s recent activity, including growth in our staff and the opening of numerous points of sale around the world.

## Our climate strategy

Since June 2022, we have followed a robust methodology for reducing our emissions, in line with the targets set out in the Paris Agreement: the ACT Step by Step methodology, an initiative launched by the ADEME (the French Agency for Ecological Transition) in partnership with the NGO CDP (Carbon Disclosure Project). From assessment to the implementation of an action plan, Act Step by Step offers a holistic approach designed to support companies in their transition towards a low-carbon economy.

### 2030 AMBITION

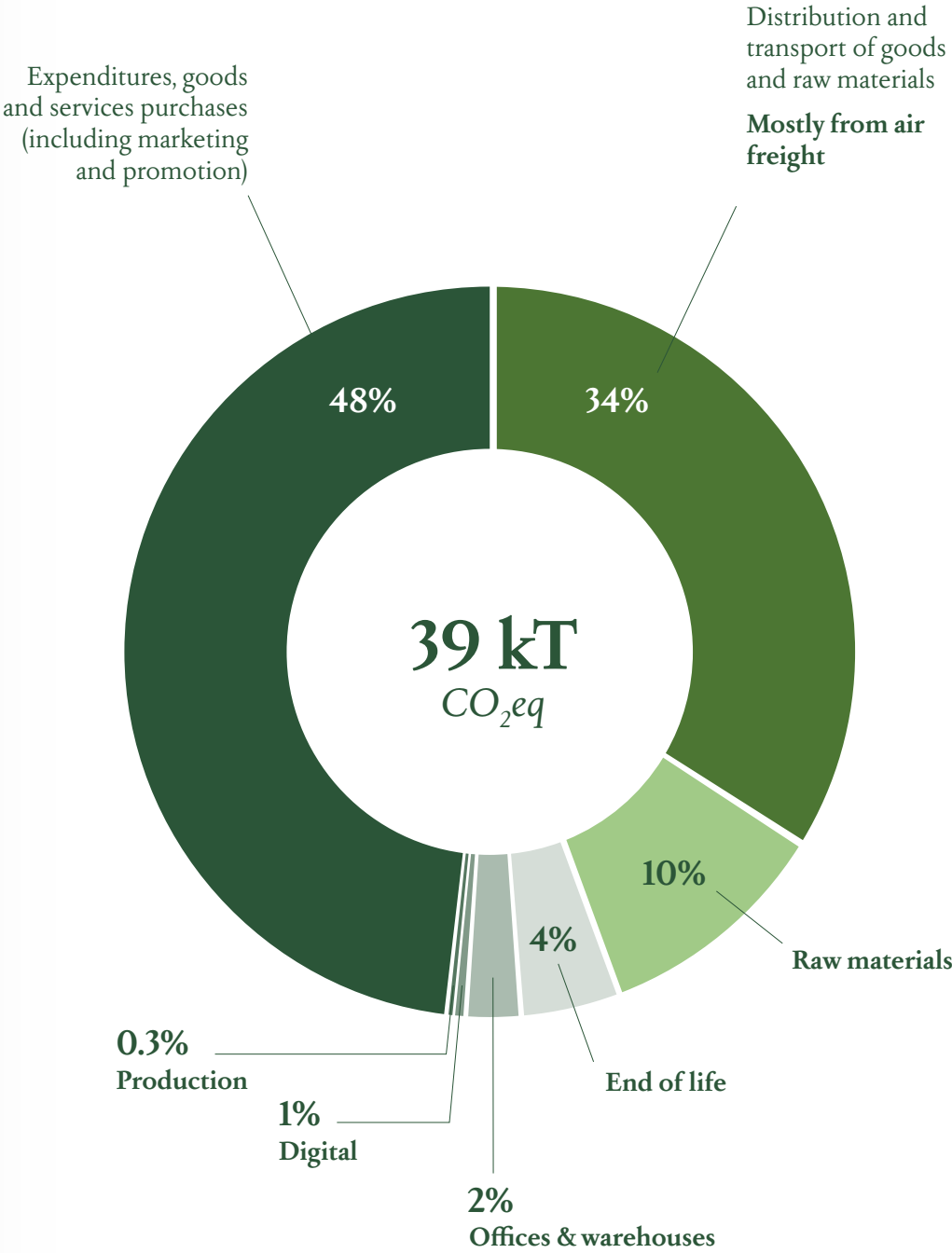
**-42%**

reduction in our GHG emissions (scopes 1 and 2, compared to baseline year 2023)

**-52%**

reduction in our GHG emissions (scope 3) per unit sold compared with our baseline year of 2023

## FOCUS: DIPTYQUE’S CARBON ACCOUNTING ANALYSIS





# REDUCING OUR IMPACT

ACHIEVEMENT #1

## TRANSPORT Switching from air to sea freight

In 2021, air freight accounted for a third of our total emissions.

Even before implementing our plan to reduce our emissions, we made the decision to immediately replace air transport with sea transport, starting with the distribution of our products to our subsidiaries. To compensate for longer delivery times, the marketing and product development teams have worked tirelessly to meet a new objective: to shorten lead times and anticipate the development of each creation and collection as far upstream

as possible. This is particularly important for products whose launch cannot be delayed, such as holiday collections.

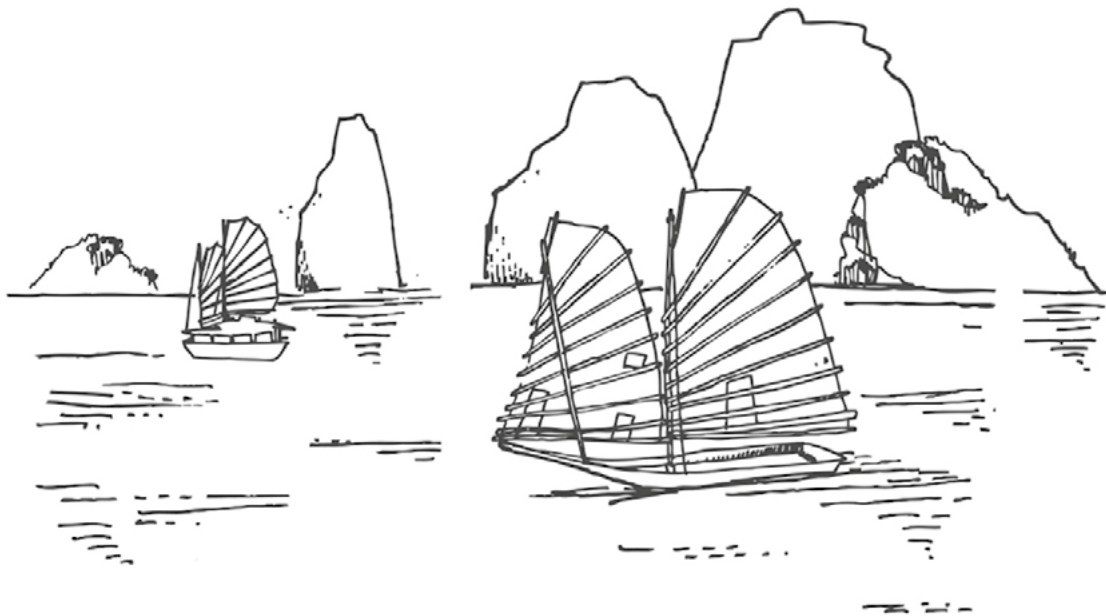
Replacing air freight with sea freight also ties into our packaging eco-design strategy, aimed at reducing our greenhouse gas emissions and our impact on the entire value chain.

### From 67% to 15%

of products sent to our subsidiaries in China via air freight between 2022 and 2023

### From 58% to 18%

the proportion of products in our Christmas collection (in units) transported by air freight between 2022 and 2023 (target of less than 10% for 2024)



ACHIEVEMENT #2

## ACT STEP BY STEP A comprehensive, structuring methodology

A joint voluntary initiative of the ADEME (the French Agency for Ecological Transition) and the CDP (Carbon Disclosure Project), the ACT Step by Step methodology is part of the Solutions Agenda supported by the UNFCCC<sup>9</sup> and backed by the French government since 2015.

ACT is the only international initiative to create an accountability framework and

sector-specific methodologies to assess how companies' strategies and practices contribute to the mitigation goals set out in the Paris Agreement.

This approach incorporates leading reference frameworks such as the Science Based Targets initiative (SBTi), the Task Force on Climate-Related Financial Disclosures (TFCD), the CDP and the EU Taxonomy.

ACT methodologies are regularly updated to reflect the latest research and best practices.

9. United Nations Framework Convention on Climate Change





# UNLEASHING IMAGINATION TO CREATE NEW STORIES TOGETHER

Our history has been written by connections. A story of openness to others and to the world, driven by our founders' shared curiosity for beauty, in all its diversity and universality. It's an identity that still defines us today, as we bring together our sensitivity, our enthusiasm and our aspirations to imagine a more sustainable and responsible future together.







## LEADING A COLLECTIVE ADVENTURE

*'Diptyque is a human story whose first lines were penned by three free spirits, connected by friendship and love. Together, they imagined a Maison fired by creativity, collective drive, excellence, entrepreneurial spirit and integrity. These are the values that set us apart and which we continue to uphold by fostering the diversity and commitment that are the source of our creative energy.'*

*Diversity and commitment are the lodestars that guide our shared adventure. Diversity, because it offers the multiple perspectives and ideas needed to make more thoughtful and informed choices. Commitment, because it is an essential vector for attracting a new generation of talent in search of meaning.*

*Our Maison has always kept its human scale, with a strong culture of transparency and proximity. We consider our story a work in progress: a blank page on which the imagination of passionate, talented and creative people will be unleashed as they write our shared future.'*

**Marie-Paule Lacour**  
Director of Human Resources



# PROMOTING DIVERSITY AND INCLUSION

## A unique identity

Diptyque has always been a Maison based on trust, kindness and humanity for all those who work there. A Maison that has embraced diversity as fertile ground for unleashing imagination and finding meaning.

With its rich diversity of perspectives, Diptyque has created objects that reflect the people who imagine them. In 1968, our first fragrance, 'L'Eau', introduced an entirely gender-neutral collection of perfumes, which still sets the tone for all our ranges today.

## A strong culture

Because the culture around us affects our ways of acting and working, Diptyque has a long-standing commitment to welcoming diversity, valuing the uniqueness of individuals and drawing on each person's differences to enrich and enhance our shared values on a daily basis. Guided by creativity, integrity, an entrepreneurial spirit and a shared sense of purpose, we strive to provide our team members with an environment conducive to individual and collective fulfilment, nurtured by diversity and synonymous with sharing and universality.

It all started with a connection. Three artists from different backgrounds brought together their unique views and influences to create Diptyque: a Maison open to the world and to everyone in it.

## Our Diversity & Inclusion Charter

In 2021, our Diversity & Inclusion Charter was formalised and implemented across all our subsidiaries and teams. This underlines the company's absolute commitment to fight discrimination of any kind and to treat all team members fairly. Our desire to set an example has also been reinforced by a campaign to raise awareness at all levels of the company, particularly among our managers, through inclusive recruitment.

2023

100%

of the Executive Committee trained in inclusive recruitment

46%

of our managers in France

2025

AMBITION

100%

of our staff trained in Diversity & Inclusion issues

2026

AMBITION

100%

of our managers trained in inclusive recruitment





# INCLUSIVE APPROACHES

ACHIEVEMENT #1

## DIVERSITY AND DISABILITIES

### Raising awareness and encouraging engagement

To educate and raise awareness among our staff, a key tool has been to involve them in key themed events.

Beginning in 2022 in France, Diptyque has taken part in the annual European Week for the Employment of People with Disabilities. Conferences and workshops on the subject of inclusion and disability are organised and led

by people with visible or invisible disabilities themselves. This initiative will gradually be expanded to some of our subsidiaries starting in 2024.

Another highlight of 2023 was the introduction of DuoDay in France, an original event in which the company welcomed people with disabilities to work for one day in pairs with volunteering team members. The goal? To allow participants to learn about our industry and experience working for us.



ACHIEVEMENT #2

## LA MAISON DIPTYQUE PARIS

### A new approach to recruitment

After training its HR teams in 2022, Diptyque set up an inclusive recruitment pilot project to coincide with the opening of the Maison Diptyque Paris in April 2024. A skills-based job advertisement and recruitment process have been created specifically to ensure that anyone who is suitable for the job feels entitled to apply for it and to complete the interview process. The process is based on structured interviews and work-related role plays: two tools that can predict more than 45% of a candidate's performance in a

position (compared with 9% for traditional interviews).<sup>1</sup>

In parallel, in 2023 Diptyque launched a pilot project with Plateforme i, developed by the social and solidarity economy non-profit Groupe SOS, to introduce a practical toolbox (CV screening, interview criteria, integration monitoring, etc.) for use by teams in the field to ensure consistent, qualitative, non-discriminatory and inclusive recruitment practices.

1. Source: Frank Schmidt (2016) *The Validity and Utility of Selection Methods in Personnel Psychology: Practical and Theoretical Implications of 100 Years of Research Findings*.



# FOSTERING OUR TEAM'S COMMITMENT

## Inspiring action

Because we believe in individual responsibility and that everyone has the capacity to contribute new ideas, we are committed to raising awareness of the challenges surrounding sustainable development across all our teams.

Every Diptyque team member has access to thematic monthly e-learning modules (common core), supplemented by training programmes tailored to each field: responsible communication, sustainable finance, eco-design, responsible purchasing, etc.

Since 2023, the Climate fresk (climate change workshops) has also been an integral part of our programme to raise awareness.

100%

of our staff worldwide have had a CSR objective in their annual appraisal since 2023

Committed to nurturing potential, we strive to make Diptyque a place of inspiration and freedom, where we can address the issues of today and imagine a better future.

Because this approach requires exemplary leadership and commitment at every level, external experts work with our Executive Committee throughout the year to stimulate internal reflection and share best practices on a variety of subjects: climate issues, regulatory developments, inclusive recruitment, equal opportunities, etc.

In 2023, seven sessions were held.

2023

27%

of our staff trained in climate and environmental issues

2025 AMBITION

100%







## A solidarity mindset

Diptyque endeavours to encourage solidarity and instil a sense of engagement in all our team members.

In France, our partnership with Vendredi, a community involvement platform, allows our team members to dedicate one working day a year to volunteering with local organisations. We plan to introduce this model across our six subsidiaries in Europe, the Americas and Asia: starting in 2024 in Germany and the United States, and in 2025 for the other subsidiaries.

Since 2024, our staff in France have also been able to use microDon(ation) to round up their salaries to give to Restos du Cœur and Planète Urgence, two charities which are respectively working to combat poverty and protect the environment.

2023

58%

of our teams in France have taken part in an individual or collective social initiative via Vendredi

2025 AMBITION

100%



# CONCRETE ACTIONS

ACHIEVEMENT #1

## THE CLIMATE FRESK Shining a light on the possibilities

Can't raising awareness also be a source of inspiration?

In April 2023, 220 team members from across all our subsidiaries came together for a Climate fresk (climate change workshops), with a dual objective: to understand the challenges and effects of climate change, the seriousness of the situation and the urgent need to take action, and to use their ingenuity

and creativity to explore new possibilities and imagine a more sustainable future together.

Since then, these Climate Fresk climate change workshops have been implemented on a wider scale to reach all our subsidiary teams and our sales force on the ground. This training is also an integral part of our on-boarding and awareness-raising programmes, with an internal team put in place to run these workshops. All new team members are now trained on these issues.

**+ 280**  
team members trained since 2022



# DIPTYQUE PARIS

X



ACHIEVEMENT #2

## VENDREDI X DIPTYQUE Getting our teams involved

The opportunity to participate in community service initiatives during working hours, individually or as a group; a way to become more conscious of the reality of the world around us and to give meaning to our days; this is what Diptyque has offered its team members in France since 2022 through Vendredi, a platform for community involvement.

Every year, for one day, our team members can lend a hand to organisations in need of volunteers. This is a valuable source of

support for the charities we help, as well as a great opportunity to raise awareness and share ideas with others. There are many different ways to volunteer and different causes to choose from: protecting the environment, fighting poverty and social exclusion, preserving social and intergenerational bonds, advocating for children's rights, etc.

*The organisations we support include: Les Restos du Cœur, Paris en Compagnie, UNICEF, The Salvation Army, la Chorba, La SAUGE, La Prairie du Canal, etc.*

**656**  
hours of volunteer work since its launch  
(in June 2022)



# COLLABORATING WITH OUR PARTNERS

From the beginning, Diptyque has been a shared adventure, supported by long-standing relationships with our partners and suppliers, who share their expertise and help us to grow, progress and do better. We see this as a mutual, transparent and gradual movement towards more sustainable and responsible practices. We continue to work to limit our environmental footprint and to ensure that we have a positive social impact as well as to support all our suppliers in adopting more sustainable and ethical practices.

## Our supplier code of conduct

Conscious of the fact that we are part of an ecosystem, we know we can only fulfil our commitments by working with those in our value chain with whom we have established, reciprocal relationships.

Building on this mutual trust, and as part of our commitment to continuous improvement as the Maison grows, we have decided to formalise our supplier code of conduct in 2024.

Under this code, our suppliers undertake to comply with all applicable local, national

and international laws, regulations and agreements, as well as best practices, particularly in terms of labour standards and social responsibility, environmental protection, ethics and business integrity, and to ensure that their own suppliers and subcontractors do likewise.

### 2025 AMBITION

100%

of our partners will have signed our code of conduct







## **EPILOGUE**

### **IMAGINING THE FUTURE**

*With the publication of this first report, our objective is to provide an honest overview of the progress we have made and the voluntary, structured approach we have been implementing over the last few years.*

*Our ambition is clear, our vision is broad, and our determination is shared. Together, we are committed to the path of progress, and mindful of all the challenges we face today and that we will face in the future.*

*The coming years will be decisive, both in terms of the projects that have yet to be implemented and in terms of assessing the impact of the action already taken. With humility and sincerity, we will continue to communicate our achievements, progress and areas for improvement with each new report.*

*Committed to unleashing imagination to inspire a better future, we will implement every possible concrete solution to help our Maison move forward: we are a company that is aware of the planetary boundaries, that wishes to reconcile a low-carbon approach and desirability, and that embraces all those who want to contribute to its future and to move the world forward.*





PRODUCTS

ECO-DESIGNING  
OUR CREATIONS

DOING BETTER WITH LESS

2023	<div><div>39%</div>of our fragrance and cosmetics portfolio complies with our eco-formulation charter</div> <div><div>25%</div>of the products in our portfolio are refillable</div> <div><div>84%</div>of our portfolio is recyclable</div>
2026	<div><div>100%</div> of our new products will be eco-designed (in compliance with the eco-formulation and eco-design packaging charters)</div>
2028	<div><div>100%</div> of our portfolio will comply with our eco-formulation charter</div> <div><div>100%</div> of our portfolio will be recyclable refillable, or reusable</div> <div><div>50%</div> of the products in our portfolio will include recycled materials</div> <div><div>0</div> cellophane packaging</div>

PROMOTING CIRCULARITY

2023	<div><div>20%</div> of our boutiques offer a circular economy service</div>
2028	<div><div>50%</div> of our boutiques will offer a circular economy service</div>

PRESERVING CRAFTSMANSHIP  
AND EXPERTISE

22

 of our partners are certified as 'Living Heritage' (Entreprises du Patrimoine Vivant, EPV)



PLANET

IMPROVING OUR  
IMPACT ON THE  
WORLD

ENSURING RESPONSIBLE  
SOURCING

2023	<div><div>100%</div> of natural raw materials for our fragrances are transparently sourced</div> <div><div>2</div> positive impact programmes supported</div>
2028	<div><div>100%</div> of the natural raw materials in our fragrance concentrate will be transparently and responsibly sourced</div> <div><div>5</div> positive impact programmes will be supported</div>

PRACTICING TRANSPARENCY ON  
OUR PRODUCTS

2023	<div><div>20%</div> of our portfolio published on our transparency platform</div>
2026	<div><div>100%</div> of our portfolio published on our transparency platform (excluding limited edition products)</div>

REDUCING OUR CARBON FOOTPRINT

2030	<div><div>42%</div> reduction in our GHG emissions (scopes 1 and 2) compared with our baseline year of 2023</div> <div><div>52%</div> reduction in our GHG emissions (scope 3) per unit sold compared with our baseline year of 2023</div> <div><i>Intensity indicator in development – to be published next year</i></div>
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PEOPLE

CREATING  
NEW STORIES  
TOGETHER

PROMOTING DIVERSITY  
AND INCLUSION

2023	<div><div>46%</div> of our managers in France have been trained in inclusive recruitment</div> <div><div>100%</div> of the management committee has been trained in inclusive recruitment</div>
2025	<div><div>100%</div> of our staff trained in Diversity &amp; Inclusion issues</div>
2026	<div><div>100%</div> of our managers trained in inclusive recruitment</div>

FOSTERING OUR TEAM'S COMMITMENT

2023	<div><div>100%</div> of our staff have a CSR objective in their annual appraisal</div> <div><div>27%</div> of our staff trained in climate and environmental issues</div> <div><div>58%</div> of our staff in France will take part in an individual or collective social initiative via Vendredi</div>
2025	<div><div>100%</div> of our staff in France will take part in an individual or collective social initiative via Vendredi (75% in 2024)</div> <div><div>100%</div> of our staff trained in climate and environmental issues</div>

COLLABORATING WITH OUR PARTNERS

2025	<div><div>100%</div> of our partners will have signed our code of conduct</div>
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DIPTYQUE  
PARIS