



Susan interviewing Fanny André

Fanny: The brand is launched in March but I worked on it since January 2019. Before that I didn't work in the textile world. I worked for different companies in the retail sector for ten years so it is totally different. First I developed cosmetic and detergent product for private label, of Intermarche for example. After I was a buyer and finally I would like to go back in Brittany and I worked as a commercial in the food processing industry. I realised that retail sector no longer matched with my values. I would like to change, and I would like to develop a project more responsible in the textile sector. Why? Because the textile sector is very polluting, and generally with human condition not acceptable, and especially because I like clothes and particularly lingerie.

Susan: So it's lingerie that you make.

Fanny: Yes, Sans Prétention is just lingerie.

Susan: And it's women's lingerie?

Fanny: Yes, just women's lingerie but many, many men ask to me when you develop boxers for example, peut etre, but maybe one day for men.

Susan: Tell me a little bit about your philosophy for the business.

Fanny: Sans Prétention lingerie is based on four values. First, preserve resources of our earth. Why ask to the earth to grow something when you when you can use existing things. That is why I decided to choose recycled fibres, because we don't need to grow, to grow something to wear something to make recycled fibres, it's existing, and all recycled fibres are certified by Oeko-Tex and GRS. It is very important for women. Oeko-Tex, it is an independent label which test all textiles to check the lack of harmful substances and so certifies that the product is harmless for human health. And GRS, means Global Recycle Standard and this certification validates that the product is composed by recycled material. We have a second value - Made in France it is very important for me. France is recognized in the world for luxury and the quality of product, and it is the country of the fashion. And I would like to produce in France to add to value our savoir-faire, know how, and it's better to produce in France because it is more ecological than to produce in China, for example because there is less transport. And moreover in France there is good work conditions, and so I choose to work with a partner close to Lyon, and it's a specialist of the lingerie and of the high quality lingerie. In third value, the fair price, lingerie, it is a complex product and it is a fine and expensive product and when I created Sans Prétention and I am morally responsible and made in France lingerie, I wanted to get accessible for the most of people, and so to obtain a fair price I should limit intermediaries and I sell online. And, to finish, recycling generally when we create product we don't think about the end of the life of the product, and at Sans Prétention we want to refer to our clients a recycling service. It means when our clients want to separate of their lingerie to Sans Prétention, we get back lingerie Sans Prétention and depending on the state of the lingerie we will donate it on the recycling process. But currently the brand is too young to put in place this service, and we choose to work with a partner, their name



is Redonner, and Redonner encourages people to give their clothes and shoes and in return they receive points and people can use their points in Sans Prétention for example. Voila. Recycling is very unusual and used recycling fibres in lingerie is very not common.

Susan: Recycling is really becoming very important, isn't it?

Fanny: Yes, very very.

Susan: When you look at the pictures you have no clue of all the process that goes behind it because it looks beautiful.

Fanny: Yes, it is so magical. It is beautiful lingerie but with recycled fibre and made in France but when you wear the lingerie it's just lingerie.

Susan: When you are finished with it, you can recycle it.

Fanny: Yeah, yes it's a cycle.

Susan: Where can people buy your lingerie?

Fanny: Alors, so you can find our lingerie on our website.

Susan: Yes.

Fanny: www.sanspretention.fr. We have partner shops in France. Three. One in Brittany in Perros Guirec, the shop is The Loft. One in Paris, the shop is L'Habit Français, and one in Lyon, and the shop is Gaspard & Simone.

Susan: Well, thank you very much, Fanny.

Fanny: Thank you, Susan.