

Make friday — GREEN — again

La Boucle and 130 sustainable brands come together to an eco-responsible action : MAKE FRIDAY GREEN AGAIN

La Boucle is a brand with strong **environmental statements** and values. That's why La Boucle **doesn't want to take part in** the overconsumption of **Black Friday**.

Imposed by the market, this journey has a **social and environmental negative impact**: it participates in the precariousness of jobs by leaving manufacturers, stores and brands without remuneration, it encourages overproduction that leads climat disruption.

What if we sort it out?

La Boucle, along with 130 other brands, devoted **this Friday, November 29** to attract public attention to what everyone really needs.

The goal is to change statistics : 60% of French people have objects and clothes they never use. It is, therefore, time to repair, donate, sell or recycle the superfluous to create a circular economy and tap less into the resources of the planet!

**Black Friday
is over !**

Make friday —
GREEN
— again

Buy less, buy better.

La Boucle's main motto is « **Buy less, buy better** ». The intimate conviction of the brand is « To buy is to vote ».

By choosing sustainable brands, the consumer takes the power and acts concretely for a sustainable and committed consumption! The majority always wins, and the «MAKE FRIDAY GREEN AGAIN » brands collective wants to be here together with all of you to turn Black Friday responsible !

#MAKEFRIDAYGREENAGAIN

#MFGA

One-time brands collective MAKE FRIDAY GREEN AGAIN

Created on FAGUO's initiative, this is a one-time collective composed by different brands engaged for a reasoned and responsible consumption on the occasion of Black Friday. The collective keeps growing. Thanks to everyone !

ADRESSE PARIS, ARCHIDUCHESSE, BIG MOUSTACHE, BIVOUAK PARIS, BLANDIN DELLOYE, BLANC BONNET, BONNE GUEULE, BY CHARLOT, CASTORETTE PARIS, EMOI EMOI, FAGUO, FLAIR, HAST, HIRCUS, HOKARAN, JAMINI, JAQK, JOONE, JULES & JENN, LA BELLE MECHE, LA GARCONNIERE, LAZARE KIDS SHOES, LE FLAGEOLET, LE GRAND DRESSING, LE MINOR, LE PETIT FAON, LE PANTALON, LILILLOTTE, COLLECTIONS, MAISON GUILLEMETTE, MAISON LUZ ROUSSOT, MIASUN, MONTLIMART, NATURE & DECOUVERTES, NGO SHOES, O BARBER SHOP, OÉ, PICTURE ORGANIC CLOTHING, QUILLE MOLLE, RIVECOUR, RIVER HOME, SESSILE, TEDIBER, TIP TOE, THE NINES, ANAHIDE SAINT ANDRE, ANNABEL WINSHIP, ATELIER MAJEUR, ATZARINE, BERNARD FOREVER, BONSOIRS., CAPHARNAUM, CARUUS, COQ6GRUE, COMPTOIR DU BAMBOU, ETHI'KDO, FOR ME LAB, JAGVI, JOSÉ, KELTON, LA BOUCLE, LA BOUTIQUE GRAFFITI, LA MÂLE D'EFFEENNE, LE FLEUVE SAUVAGE, LE PETIT GERMAIN, LES CACHOTIERES, LES PETITS BIDONS, LIBERTADOR, MARADJI, MISTER K, UBAC, NUANCE PIVOINE, PALEM, SILBEO, GRIMEL STUDIO, ODÉLO BIJOUX, THE LINE, TU BLUFFES MARTONI, VALET DE PIQUE, WEENECT, WINESPECTOR, XOOPAR, YES YES ...



LA BOUCLE

THIS IS NOT JUST A BELT

La Boucle is a young Belgian brand created in the heart of Europe, Brussels, in October 2018.

La Boucle is the ultimate belt, the only one you need to wear. It fits every style, from official to casual. La Boucle follows you in your daily and sports activities without any compromises.

Made of natural cotton and elastane with some remarkable details of vegetable tanned leather, La Boucle gives a 7 years warranty.

Finally, for each belt sold, the brand plants a tree in Zambia with the NGO « WeForest ». The packaging is fully recycled and contributes to the main product concept of PREMIUM GIFT.

Learn more: www.laboucle.com



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