

LACOSTE TEXTILE PRODUCT DURABILITY PROTOCOL

At Lacoste, the lifespan of finished product is part of our DNA which is well recognized by our Customers.

As part of Lacoste premiumization strategy and our environmental policy, expanding the lifespan of Lacoste products is key and one of the pillars of our CSR strategy: Durable Elegance.

The first step towards the durability improvement of our polo category has been to develop a “product durability protocol” which applies to apparels and underwear products. This protocol defines the time our customers will wear a product until a quality issue makes it non-acceptable to wear any longer (from quality perception). This measure is expressed in “years” and evaluates all usual constraints a textile product can encounter such as domestic cleaning, mechanical resistances and color resistances.

This protocol is based on Lacoste laboratory testing and customers’ habits and concerns. It has been assessed by a third party (QUANTIS FRANCE) with positive conclusions considering Lacoste objectives of durability and existing standards in textile industry.

1- LABORATORY TESTING

The textile product lifespan is proportional to the stability of the intrinsic quality performances of the product: the more stable it is, the longer the product lifespan will be.

Such intrinsic qualities are usually part of any textile Brand quality requirements. It measures main quality performances of fabric(s) and finished product.

Lacoste considers only the most critical tests using both our internal expertise and Lacoste customer quality claims.

The laboratory testing plan detailed below is used to determine the product durability.

FINISHED PRODUCT TESTINGS				FABRICS TESTINGS					
DIMENSIONAL PERF. AFTER WASHES		APPAREANCE AFTER WASHES		TRIMS	HOLES	PULLED YARN	DYEING RESISTANCE	MECHANICAL RESISTANCE	
ISO 5077	ISO 16322-3	ISO 12945	ISO 105-A02		ISO 13938-2	BS 8479	ISO 105	ISO 12945-3	ISO 12947-2
DIMENSIONAL CHANGE IN WASHING AND DRYING	SPIRALITY AFTER LAUNDERING PART 3: WOVEN AND KNITTED GARMENTS	FABRIC PROPENSITY TO SURFACE PILLING, FUZZING OR MATTING	TESTS FOR COLOUR FASTNESS PART A02: GREY SCALE FOR ASSESSING CHANGE IN COLOUR	VISUAL INSPECTION (HOLES / DAMAGES TRIMS)	BURSTING PROPERTIES OF FABRICS PART 2: PNEUMATIC METHOD FOR DETERMINATION OF BURSTING STRENGTH AND BURSTING DISTENSION	PROPENSITY OF FABRICS TO SNAGGING. ROTATING CHAMBER METHOD.	TESTS FOR COLOUR FASTNESS PART C06: COLOUR FASTNESS TO DOMESTIC AND COMMERCIAL LAUNDERING PART E01: COLOUR FASTNESS TO WATER PART X12: COLOUR FASTNESS TO RUBBING PART E04: COLOUR FASTNESS TO PERSPIRATION PART B02: COLOUR FASTNESS TO ARTIFICIAL LIGHT PART X11: COLOUR FASTNESS TO HOT PRESSING	DETERMINATION OF FABRIC PROPENSITY TO SURFACE PILLING, FUZZING OR MATTING PART 3: RANDOM TUMBLE PILLING METHOD	DETERMINATION OF THE ABRASION RESISTANCE OF FABRICS BY THE MARTINDALE METHOD PART 2: DETERMINATION OF SPECIMEN BREAKDOWN
± 5%	< 6%	≥ 3-4	≥ 3	NO DETERIORATION	> 400 kPa	≥ 3-4	C06: ≥ 4 / E01 ≥ 4 / X12: ≥ 4 FOR DRY & ≥ 3 FOR WET / E04: ≥ 3-4 / B02: ≥ 4 / X11: ≥ 4	≥ 3-4	≥ 4

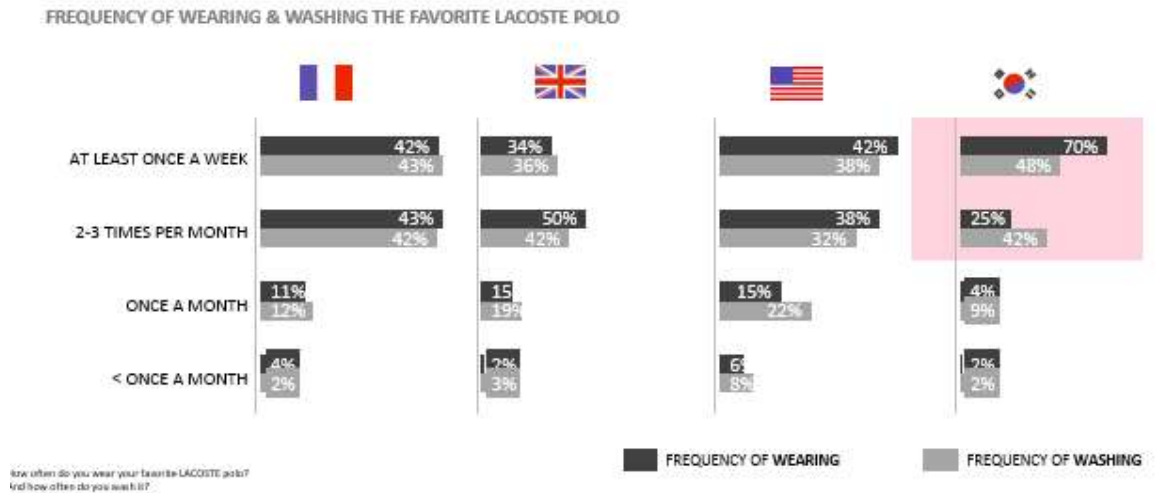
- ⇒ The “fabric testing” evaluates the minimum quality performances of each fabric used for the finished product. Each fabric is tested separately before the assembling stage. Each test uses International Standard well known by apparel professionals. It must be managed in laboratories accredited ISO 17 025. To pass this step, minimum performances need to be achieved for each test. In the table, the testing fabric performances are specific to the polo category. Each product category has its own requirements.
- ⇒ The “finished product testing” focuses on interactions between components of the finished product that could impact its durability. One isolated component (fabric or trim) could reach the minimum performance required but could damage other components as part of the finished product while being worn or at domestic cleaning stages (ex: a zipper label could generate a hole on a fabric after washing). From quality perspectives, domestic washing is a sensitive step during customer use. For a finished product that has the level of performance required, the total number of washings that it can support will define its lifespan.

2- CUSTOMERS PRODUCT CARE HABITS

Based on the customer habits of domestic cleaning (frequency), we determine the final lifespan of the product. Washing frequency depends on the product category. (Ex: customers wash more frequently a polo rather than a garment).

For the “polo category”, Lacoste has conducted a customer survey of 2 673 Lacoste devoted clients focusing on their polo washing frequency.

- ⇒ Polo case: 90% of the customers wear and wash their polo during hot season only (6 months per year) and most of them follow a frequency of minimum 2 washings per month over 6 months
WASHING FREQUENCY = 12 washings per year.



We kept the washing conditions printed on the product care label, to determine the temperature of washing at the testing stage (ex: to wash the fabric or product at 40°C, without tumble dry, as indicated on the polo care label).

To calculate the final durability of the product, we divide the washing frequency measured by the laboratory by the maximum number of washings. Example with our polo: if the testing defines a maximum of 60 washings, then the final durability will be $60/12 = 5$ years.