



IN 2021, PETIT BATEAU IS PLANTING A NEW FLAG!

From this year onwards and for the long term, our commitments are threefold:

LIBERTY

QUALITY

DURABILITY



Liberty

This word has been our guide for more than 120 years. When we invented panties, we wanted give greater freedom of movement to the young and old alike – and it's why we're continuing to make clothing today that's just as easy to wear. This freedom also infuses our creativity, encouraging us to create and play around with colours or prints.

Quality

At Petit Bateau, quality has been our trademark for more than 120 years. It is a testament to our expertise and standing as a manufacturer. We knit our own threads and create our own stitches, because we prefer to leave nothing to chance. That is the standard that we have for clothing – and that we owe to every child who wears us, to allow them to discover the world and enjoy nature.

Durability

Petit Bateau is committed to offering durable clothing for years to come.

This is important for us, as the only way to make responsible clothing is to make it durable.

For more than a century, we've passed on our expertise from one generation to the next, allowing us to offer clothing that stands the test of time. However, achieving durability also requires transforming the way we make and share our products with our customers.

It requires using natural (and if possible, recycled) materials, so that creating new clothing has the smallest possible impact on the planet. It also means that each piece of clothing should be given new life, by repairing it or helping it reach the hands of a new child once it has fulfilled its purpose with its original owner.

CONNECTING CHILDREN WITH NATURE *Mission*

For more than a century, Petit Bateau has been clothing children so that they can run around and discover the world. And discovering the world is all about enjoying nature, whether it's just next door or somewhere out in the great outdoors. Petit Bateau exists so that each child can blossom by exploring the nature around them – and we work hard to ensure that future generations can enjoy it as well.

CREATING AND MANUFACTURING DURABLE, NATURAL AND CIRCULAR PRODUCTS AND SERVICES THAT ALLOW CHILDREN TO BLOSSOM BY EXPLORING THE NATURE AROUND THEM. *Promise*

At Petit Bateau, each product that we create must be designed to be as durable as possible. Because its quality will give it an incredibly long life span. Because our manufacturing processes are eco-friendly. And because our services will continuously extend its lifecycle. It is thanks to these high standards that we can ensure that children will enjoy nature to the fullest, with a carefree spirit and for years to come.

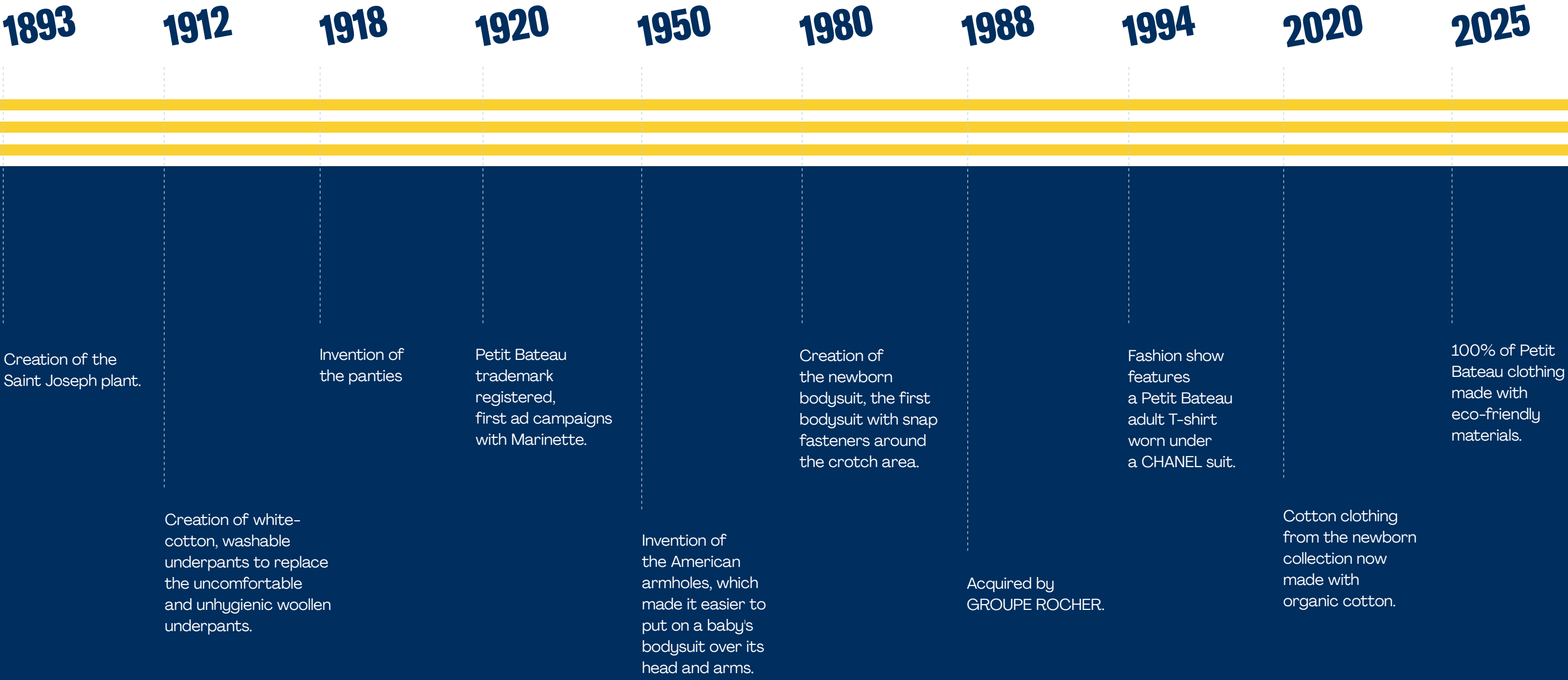
AS THEY CONNECT WITH NATURE, CHILDREN NOURISH THEIR OWN CREATIVITY AND SELF-CONFIDENCE, AS WELL AS THEIR DESIRE TO PROTECT THE PLANET. *Vision.*

Nature is a child's best playground. It is a place where they can experience wonderful things – and most importantly, a place where they can learn about things they'll never see anywhere else. They learn how to build by making sandcastles – and at the same time, they learn that they can create even more extraordinary things when they tinker with the rules. And with these endless possibilities for play, their love of nature and their desire to protect it shine through.



PETIT BATEAU: 10 KEY DATES

more than
120 years of
innovation



A LIVING INDUSTRIAL LEGACY



SUSTAINING INDUSTRIAL EMPLOYMENT AND FRENCH KNOW-HOW.

It was in Troyes that the founder of Petit Bateau, Pierre Valton, first set up shop and opened the Saint-Joseph plant in 1893.

Today we still have a production unit in Troyes, which employs 420 people. The plant still makes clothing, although most of its work is devoted to knitting (where the thread is weaved into mesh, the main material in our products) and dyeing. Just next door, in Buchères, we also have a logistics warehouse that employs 180 people.

UNIQUE MANUFACTURING EXPERTISE, PASSED DOWN FROM GENERATION TO GENERATION

Our expertise, like our clothing, is made to last! Whether in Troyes, Marrakesh or elsewhere, it is passed down from father to son, from man to man and woman to woman, allowing our values and techniques to stand the test of time. For instance, our cocotte stitches are tightly scalloped using a machine that we invented in the 60s, and that we still use today.

With us, nothing is lost, and everything is passed down. That's also why we created our own school at the Saint Joseph plant to train new generations in garment making.

The programme, which has been recognised by the French government, allows us to discover young talent who will work with us down the line – because that, too, is what it takes to support our youth.

In the last five years, 35 garment-makers have been hired by Petit Bateau under permanent contracts after completing their training.



PROMOTING TRANSPARENCY IN MANUFACTURING

At Petit Bateau, we are proud of our manufacturing DNA, which is at the heart of our production policy. We maintain tight control over all quality parameters, because we prefer to leave nothing to chance.

We choose our threads, knit our meshes with circular knitting machines, and invent our own stitches.

Any stage of the process that isn't performed at our plant in Troyes or our workshop in Morocco is handled by our partner manufacturers, with whom we have trusted, transparent and long-lasting relationships, and who we can engage with manufacturer-to-manufacturer.



WHERE ARE PETIT BATEAU CLOTHES MADE?

At Petit Bateau, we've chosen to indicate the origin of our clothing, and have pledged to provide even more information in the future, since brands are typically only required to give the country where the last transformation took place (in the case of clothing, this would be the stage when all parts of the clothing are assembled).

At Petit Bateau, all collections are designed by a team of stylists in Paris. 38% of the knitting and dyeing is done in our original plant in Troyes.

During the last stage of assembly, the clothing is mainly assembled in Morocco (66%, including 16% at our Moroccan workshop) and Tunisia (19%).

The remaining portion of production is done in a dozen other countries, through partners with complementary industrial expertise, including in weaving (large pieces, corduroy pants, denim, poplin dresses, etc.), flat knits (jumpers and cardigans) and accessories.

Production partners are subject to a rigorous selection process that includes demanding environmental, quality and social responsibility criteria. Using an audit system, Petit Bateau ensures that its partners' operations are always consistent with the practices and values of Groupe Rocher. This process ensures that the brand's clothing is made in line with the company's commitments, wherever it is produced.

**QUALITY =
DURABILITY**



WE TAKE PRIDE IN OUR QUALITY!

From the thread to the finished product, everything is controlled at Petit Bateau. When we design our collections, our minds are fixated on softness, durability and easy maintenance.

CLOTHING THAT LASTS

Our meshes are tightly woven to withstand wear and tear throughout a child's life, and often the lives of their brothers, sisters, cousins or friends.

On all of our clothing for babies and children under four:

- We add back stitches to the seams that get the most stress, to eliminate the risk of tearing.
- The buttons are machine-sewn and can withstand up to 7 kg of force, making it impossible for children to pull them out or swallow them.

CLOTHING THAT'S EASY TO MAINTAIN

Whether we're pre-washing our clothing in the plant (to avoid any unpleasant surprises during the first wash) or running a battery of quality tests, every step is taken to ensure that our T-shirts won't shrink, our buttons won't come off and our colours won't bleed, wash after wash.

CLOTHING THAT'S EASY ON THE SKIN

Clothing for newborns is made with soft, flexible material to ensure their comfort, and is usually made with flat seams to avoid chafing their skin.

For more than 10 years, Petit Bateau has adopted the strictest toxicology standards via the STANDARD 100 by OEKO-TEX® label.

See our commitments





THE NEED FOR DURABILITY

For nearly 130 years, Petit Bateau has worked hard to make clothing that stands the test of time.

OUR CLOTHING IS TIMELESS

Trends are nice, but we want our clothing to last! While the Petit Bateau brand has always managed to stay fashionable, it is only because it has remained both creative and timeless, with precise cuts and a signature look that reflects the times we live in, without ever going out of style. This mindset, which goes back to the beginnings of Petit Bateau, is all the more meaningful today.

Now more than ever, we want to participate in the circular economy using second-hand clothing, rentals, repairs, recycling and donations of unsold items.

PASSING ON OUR PRODUCTS

The longer our products get used, the better our impact will be. By creating quality clothing, we hope that it will effortlessly stand the test of time – while being passed down from person to person. As such, we've created a space on our application where users can resell Petit Bateau products. Our clothing is made to last, from one child to the next.

REPAIRING OUR PRODUCTS

We've created a set of tutorials with plenty of tips for repairing, personalising and maintaining your Petit Bateau items on a day-to-day basis.

THE PETIT BATEAU STYLE





A TIMELESS STYLE

We don't want clothing that goes of fashion. The Petit Bateau style bucks trends and seasons, opting instead for audacious simplicity. That's what durable fashion is: clothing you'll be sure to love for years to come. For us, it is essential to support parents by helping them instil taste, values and good habits in their children.



TO LOVE SIMPLE CLOTHING THAT CAN
BE MIXED AND MATCHED ANY WAY
THEY LIKE.



TO LOVE THEIR CLOTHING FOR
YEARS TO COME, SO THAT IT WILL
LIVE THROUGH MANY DIFFERENT
EXPERIENCES.

EASILY IDENTIFIABLE FEATURES



NAVY STRIPES

In 1970, Petit Bateau brought navy-style clothing back into fashion. Since then, the sailor shirt has become our icon, making a new appearance each season. Whether it's blue and white or something punchier, one thing's for sure: it never gets old.



MILLERAIES

The Milleraie is somewhat of a trademark for us. A two-thread knit, it was developed in the 1970s using a special knitting machine. Since then, it has constantly reinvented itself, with versions released in every colour.



SCREEN PRINTS / ALL-OVERS

Because we're willing to do anything to create quality clothing, our prints are developed in-house by our talented graphic designers. They are then printed using a wide variety of techniques, but always with a close eye for detail. And that's not as simple as it seems. To make these screen prints, we rely on the extensive expertise of our workshops.



FINISHES

Finishes are somewhat of an obsession for us. There's the picot stitch, which is known for its little loops, and the cocotte stitch, which is more tightly woven. Then there's the characteristic trim around the neckline, plus a label and logo to cap things off.



Always
in fashion!

COMFY MATERIALS

We've said it before and we'll say it again: we're here to support children.

As such, we use ultra-comfortable and flexible materials, such as mesh, cotton and linen, so that they can feel as cosy and free. Rigid and overly dressy styles aren't for us. At Petit Bateau, clothing has to be both beautiful and practical, so that the wearer can do plenty of things with it. In winter, we prefer velvet, and in summer, double cotton gauze – soft and easy materials that will leave you ready to take on the world.

ICONIC PATTERNS REINVENTED WITH EACH SEASON

Staying in fashion means staying with the times.

And it means growing with the children and parents who wear our clothing. As such, we strive to make our style more balanced, pure and modern, especially with our prints. To subtly modernise our essentials, we've also introduced new iconic patterns: Vichy, polka dots, stripes and Hawaii prints.

Some pieces, like our silver-coloured, recycled windbreaker, also feature a touch of whimsy, for all those with their feet on the ground but their head in the clouds.

Additionally, moving with the times also means promoting a more inclusive and evolving fashion industry. Gone are the days with boys in blue and girls in pink! Today, Petit Bateau clothing is creating more bridges between girls and boys. And yes, we think fashion should be for everyone – no exceptions!

SOFTER, MORE FASHIONABLE COLOURS

Petit Bateau is well known for its whites, blues, yellows and reds. A panoply of hues, with strong primary colours and softer secondary colours, that has slowly but surely produced an increasingly emotional and cheerful palette.

A CLOSER LOOK AT OUR ICONIC T-SHIRT



LIBERTY:

THE FREEDOM TO ACT WITHOUT RESTRAINT

Our T-shirts are designed for those who want to feel free to run, get dirty, explore, discover and be themselves, at every stage of life.

QUALITY:

TALENT, SKILL

Nothing is perfect, except our T-shirts: with our 10 quality tests*, we make sure at every stage that the materials will uphold the quality standards that make us unique.

DURABILITY:

THE ABILITY TO LAST

In order to help protect the environment and consume less, our T-shirts are long-lasting and timeless, with colours and shapes that easily withstand repeated washes, so that they can live a long life with you or be passed down from child to child.

**10 materials tests: pilling, dimensional stability, resistance, colour stability (vs. washing, water, scrubbing), weight/m², washability, twisting, snarling*



T-SHIRT QUALITY

YES. PETIT BATEAU KNITS THE MESHES IN ITS ICONIC T-SHIRTS

To ensure that our clothing remains impeccable for so long, we try to make it as tireless as your children. The secret behind this Petit Bateau signature is both the long fibres we use and the unique expertise that has been passed down at our plants for more than 125 years.

YES. THE MESHES IN OUR PETIT BATEAU T-SHIRTS ARE SUBJECTED TO 10 QUALITY TESTS*

Making a T-shirt as beautiful as it is sturdy starts with a flawless mesh. That is why we go over it with a fine-tooth comb, using no less than ten quality tests*. Colour stability, dimensions, appearance, washability, bias quality... We are ruthless when it comes to imperfections, in order bring you a product that fits perfectly and feels soft on the skin, with impeccable finishes.

YES. PETIT BATEAU T-SHIRTS LEAD MANY LIVES

Unfortunately, we can't make clothing that will grow with your children. But we do have an even more effective solution to reduce our environmental footprint: making ultra-resistant T-shirts that can be passed down to other children when the little ones have gotten too big. After 125 washes** and 10 quality tests*, our T-shirts have earned their stripes.

**10 materials tests: pilling, dimensional stability, resistance, colour stability (vs. washing, water, scrubbing), weight/m², washability, twisting, snarling*

***125 washes: 40° cycle with whites/colours – spin dry 800 rotations*

T-SHIRT KEY FIGURES

125
**YEARS OF EXPERTISE
AND KNOW-HOW**

That's 1500 months to develop, perfect and pass on our production secrets, and the unique expertise that gives Petit Bateau its softness and quality.

10
QUALITY TESTS*

If our shirts are going to join your wardrobe, they have to earn it! Only once they've passed our 10 quality tests* are they given permission to leave. If you want a glimpse of perfection, just try a Petit Bateau T-shirt!

100%
**OF OUR T-SHIRTS ARE
OEKO-TEX®-LABELLED**

You want the best for your child, and we want the best for their skin. The Oeko Tex Standard 100 conducts regular and highly demanding audits to ensure that no harmful substances are present on the clothes. Our T-shirts are carefully and meticulously examined at each stage of production to eliminate any risk of skin irritation.

100%
**OF OUR T-SHIRTS ARE MADE
WITH NATURAL MATERIALS**

Out of all materials, cotton and linen are the ones we prefer. Since the choice of raw materials has a non-negligible impact on the environment, we've chosen to use natural fibres. Cotton, cotton/linen or 100% linen: welcome to a world of softness on your skin.

1
**QUALITY T-SHIRT
= 1 DURABLE T-SHIRT**

Since clothing has a smaller ecological footprint the longer it's worn, it should be durable, timeless and able to go with anything. Petit Bateau has rolled up its sleeves and checked every seam and stitch to create a T-shirt that can be worn for years to come, and passed down from child to child.

**10 materials tests: pilling, dimensional stability, resistance, colour stability (vs. washing, water, scrubbing), weight/m², washability, twisting, snarling*

OUR "CHANGING THE FUTURE" PROGRAMME

OVERVIEW





THE CIRCULAR ECONOMY

Moving in the right circles!

Durability is more than just a concept for Petit Bateau, it's a question of common sense. When manufacturing children's clothing, we ensure that it can stand up to falls, rolls and multiple washes, to constantly increase its usable life.

[LEARN MORE](#)

OUR ENVIRONMENTAL FOOTPRINT

When less is more!

To ensure that the fabrics we weave and the clothes we market are sustainable, from the very outset we go out of our way to **choose more environmentally-friendly raw materials and adopt more ethical and ecological production methods.**

[LEARN MORE](#)



A RESPONSIBLE MANUFACTURER

We're all in the same boat!

In addition to accounting for environmental issues in our activities, for Petit Bateau, operating as a responsible manufacturer also means **making a positive economic and social impact wherever we manufacture our products.**

[LEARN MORE](#)



CONNECTING CHILDREN WITH NATURE

Water and sailors!

At Petit Bateau, we believe it's vital for children to forge connections with nature. Through nature, children can nourish their creativity, their self-confidence, as well as their desire to protect the planet.

[LEARN MORE](#)

A BRIEF OVERVIEW OF OUR 10 KEY COMMITMENTS:

Running, jumping, falling, getting back up and starting all over again: when you've been dressing children for more than a century, you get to learn what they're like, and what they need. Since 1893, Petit Bateau has been making clothes to last. Timeless, high-quality items that can be passed down from child to child and join them on a thousand adventures.

Now we're taking it a step further. For us, making long-lasting products means focusing on environmental issues and making sure we have a positive economic and social impact.

01

Petit Bateau is committed to creating quality products that last, and publishing statistics to prove it.

In 2021, we will be publishing the method that these statistics are based on. By 2025, we will have published product life statistics for 100% of our products.

02

Petit Bateau is committed to the circular economy, and to providing solutions to its customers by 2025 that will enable them to extend the lifetimes of their products: whether via resale, rental, repair, donation or recycling, our customers will always have access to a solution for their clothes.

03

Petit Bateau is committed to an eco-design strategy for all of its products by 2025, in order to minimise their environmental impact and increase their recyclability and sustainability.

We will publish our eco-design charter in 2021.

04

Petit Bateau is committed to using 100% certified eco-responsible materials by 2025: raw materials that are kinder to the environment, human health and animal welfare than traditional materials.

05

Petit Bateau is committed to using only recycled and recyclable plastic by 2025, and eliminating all plastic by 2030; we will have eliminated all plastic bags, hangers and e-commerce packaging by the end of 2021.

06

Petit Bateau is committed to maintaining its quality relationships with its suppliers, with a focus on the long term and shared social and environmental expectations. They are audited by independent bodies in line with strict specifications published in 2021. In 2021, we will also publish a list of our first-tier suppliers.

07

Petit Bateau is committed to making its Troyes site a pilot site for responsible production. We will reduce our water reliance by 50% by 2025, and by 95% by 2030. We will reduce our net greenhouse gas emissions by 30% by 2025, and by 95% by 2030.

08

Petit Bateau is committed to protecting local skills and supporting its French-based production capabilities.

09

Petit Bateau's goal is to achieve B-Corp certification by 2025: one of the world's most demanding certifications in terms of social and environmental performance, transparency and corporate governance.

10

Petit Bateau is committed to strengthening the connection between children and nature by supporting the work of associations that help to raise awareness of the vital importance of water.





PETIT BATEAU

www.petit-bateau.fr/la-marque

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