
January 31, 2019

BRING and French Outdoor Wear Brand “PICTURE” to Collect Clothes at 10 Stores in France

JEPLAN, Inc. (“JEPLAN;” CEO: Masaki Takao; Headquarters: Chiyoda-ku, Tokyo) is pleased to announce that BRING, a recycling project planned and operated by JEPLAN, will be implemented in collaboration with PICTURE, a French outdoor wear brand, for a limited period at 10 PICTURE stores in France.

PICTURE is an eco-friendly brand from France that uses environmentally friendly materials, such as recycled, organic and plant-based materials, in all of their products. Under BRING, which will be implemented at 10 PICTURE stores in France for one month from January 21, dedicated collection boxes bearing the names of both PICTURE and BRING will be set up in front of the stores to collect clothes that are no longer worn, and the response of French consumers and the recyclability of the materials collected will be examined.

This initiative will be implemented as part of the Ministry of Economy, Trade and Industry’s project viability study for the overseas expansion of quality infrastructure in FY2018 (secondary offering), for which JEPLAN was selected last year, with the cooperation of TECHTERA, the textile innovation cluster based in Lyon, France.



PICTURE

Business description: Planning, manufacturing, and selling outdoor products. Products with the theme of “Ethical and Ecological” are currently being sold at 700 stores in 30 countries, mainly in France and Switzerland.

Address: Batiment Onyx 15 rue Pré Paillard 74940 Annecy le vieux FRANCE

URL: <https://www.picture-organic-clothing.com>

TECHTERA

Business description: Proactively engaging in open innovation with the goal of establishing the next-generation textile industry as an organization overseeing the textile industry in the Auvergne-Rhône-Alpes region based in Lyon

Address: Villa Créatis - 2 rue des Mûriers, CP 601 - 69 258 Lyon Cedex 09, FRANCE

URL: <https://www.techtera.org/>

JEPLAN, Inc.

CEO: Masaki Takao

Business description: Planning and operation of “BRING” recycling project, manufacture and sale of recycled products

Address: 25F. Kasumigaseki Bldg., 3-2-5, Kasumigaseki, Chiyoda-ku, Tokyo

URL: <https://www.jeplan.co.jp>

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