

DISCOVER THE **SUCCESS** Story

AGEC compliance

Responsible sourcing

Transparency

trace x **celio***
for good.

celio: Making
traceability a
strategic driver of
transformation.



An ambitious CSR strategy for more responsible fashion

At celio, social responsibility is a long-term commitment. In 2023, the establishment of a Global CSR Department formalised the efforts that had been initiated in 2014. An ambitious roadmap was then adopted for 2030, built around three pillars: responsible production, reducing the brand's environmental footprint, and strengthening its social impact.

The catalyst? A combination of regulatory and operational factors: The AGECL law, the CSRD and customer expectations, as well as the need to better control the risks of a globalised supply chain.

Traceability plays a central role in this dynamic: it is an essential tool for documenting the value chain, securing sourcing and responding to ever-increasing regulatory and societal expectations.

CELIO'S GOALS

- Complying with regulatory requirements (AGECL, CSRD, environmental labelling)

- Mapping the value chain up to rank 5 for better risk management

- Strengthening product quality and durability

- Achieving greater transparency for consumers and stakeholders.

celio's successful gamble: scaling traceability without strain

When celio decided to industrialize its traceability approach, the team faced a double challenge: to manage the complexity of an extended value chain, and to do so without increasing the burden on the supplier side or mobilizing too many internal resources.

After an unsuccessful initial pilot, celio was looking for a platform capable of operating on a large scale while remaining accessible.

In this context, Trace For Good was the obvious choice: in addition to the software, the solution offers a genuine support system, designed to relieve the burden on teams and engage suppliers.



We chose Trace For Good for its intuitive platform, dedicated operational support and ability to efficiently manage large volumes of orders and suppliers.

Mélodie REMY
CSR & Quality Lead
CELIO

TRACE FOR GOOD'S ADVANTAGES

An intuitive platform that is accessible even to suppliers who are less familiar with digital technology

An easy-to-use, multilingual interface with an integrated messaging system

The ability to activate cascading traceability and go back up the supply chain

The ability to mass import product data and save time on every campaign

Complete supplier support by Customer Success teams, from onboarding to follow-ups

A controlled transition to large-scale traceability.

Before Trace For Good, celio relied on Excel files and manual tracking to manage its traceability. The collaboration has changed all that: the platform provides a clear structure, automates exchanges, and frees up teams to focus on more valuable tasks.

The ramp-up follows a progressive logic. First, celio targets key suppliers and focuses on support. The Trace For Good teams then take over, guiding partners in using the tool, ensuring follow-ups and smoothing interactions.

Within the first few weeks, the effects were evident: data was centralised, communication was streamlined, and the operational workload was reduced. The results quickly confirmed the choice's relevance, both quantitatively and qualitatively.

THE SOLUTION'S RESULTS

97%

of targeted
products
**are now
AGEC-
compliant**

Time saved on
operational tasks by
outsourcing reminders
and support.

Improved completion
of product data
sheets, with greater
support from
suppliers

KEY SUCCESS FACTORS

- | A structured product repository for rapid deployment
- | Clear prioritization of strategic suppliers, to maximize the impact of the approach from the outset
- | Requests adapted to the realities of the field, avoiding supplier fatigue
- | Gradual upgrading of suppliers' skills, to secure commitment at every level
- | Mobilization of teams in France and Asia, ensuring effective management and operational support in the field

What's next? celio's ambitions for the future

celio is looking further ahead. In the medium term, the brand intends to move up the value chain to achieve a ranking of 5 for all its products and use the collected data to inform purchasing decisions based on social and environmental criteria.

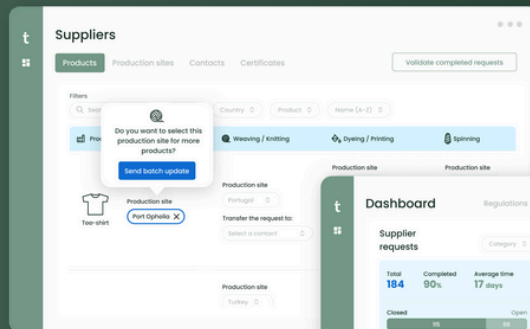
The aim is to use traceability as a real tool for sourcing, to help create a more responsible and transparent fashion industry.

trace for good.

Knowing the product better is
experiencing the brand better

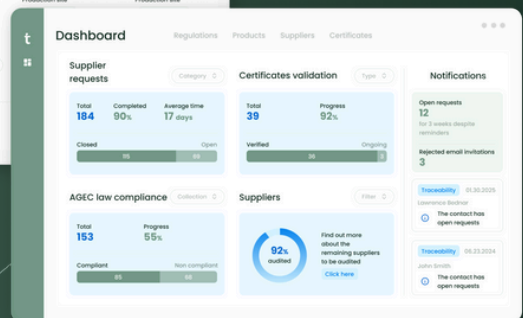
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Product Passport



Brands & retailers

Traceability platform



Want to know more?



Talk with **Laura**,
Co-founder of Trace For Good

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To talk : [click here](#)

trace for good.
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