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Monoprix and Le Relais launch the campaign "Give what you no longer wear! »

#ODD12 #Monoprix

Monoprix, a signatory of the Paris Climate Action Charter, is partnering with the textile collecting operator, Le Relais, from January 8 to February 4, 2020. The aim of this campaign is to collect fashion and household linen items throughout France that are unused by the brand's customers. By returning their items, Monoprix customers will receive a €5 voucher for every 3 textile items returned.

Thanks to these donations, Le Relais will then be able to redistribute the items in its solidarity shops or recycle them and thus continue to work, as it has done for 35 years, to fight against exclusion by creating sustainable and local jobs for people in difficulty while promoting the circular economy.

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Monoprix cultivates saffron on its rooftops in the 13th district of Paris

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