

FOR



A BRIGHTER
TOMORROW

Three interconnected pillars, with one goal in mind: becoming the best we can be.

We might not be perfect, but we are continuously working to improve. Over the years, we have changed the way we work, created new products, implanted new strategies and processes. Here's a summary of our most recent initiatives:



The Better Shop™:

Lower impact footprint. Higher impact look. 100% in the right direction. A collection designed with you and the planet in mind so you can wear the better version of your wardrobe. Clothes from our Better Shop are made with a blend of responsible and recycled fabrics such as organic cotton, recycled polyester, textile wastes and more. The goal we are striving toward is to have 40% of our products made with responsible materials by the end of 2022.

Saying goodbye to plastic:

Since 2020, Reitmans completely stopped producing single-use plastic shopping bags for our stores. We've also been reducing plastic waste in-store by offering better reusable alternatives such as recycled polyester bags, cotton bags and gift cards made of 100% recycled paper. Plus, our packaging is made of recycled plastic (PE) and we're working on removing any unnecessary single-use plastic packaging for wrapping individual items.

Head office efforts:

Change starts with us. At our head office, where about 600 of us work, we've joined forces and started taking action toward a more sustainable environment.



Giving back to our community is deeply rooted in our identity, whether through monetary or clothing donations, or participation in various community initiatives. As an organization, we donate approximately 1,000 items of clothing to local shelters and charitable organizations every month. Reitmans also supports inspiring causes that promote values of education, women empowerment, body positivity, inclusion and diversity. Over the years, we've supported many causes such as: The Canadian Women's Foundation, Plan International Canada, ANEB, Build a Dream and more.



Our team is what is most precious to us. Our associates are the driving force behind our success. We foster a diverse and inclusive work environment in which our employees are respected and valued for who they are, regardless of their background or their individual differences. Our workforce is composed of 99% women. At Reitmans, women are strong and passionate leaders, with 87% of female at the helm of our brand (director level and up), which is a 4% increase since 2019. We also encourage professional growth and development, that's why we offer continuous learning to our store and head office associates. We also introduced various diversity and inclusion initiatives such as a certification for our HR team, trainings for our managers, live events and more.