

The image shows the French flag, which consists of three vertical stripes of blue, white, and red. The word "FRANCE" is written across the center of the flag in a black, cursive, handwritten-style font. The flag has a slight wavy texture, suggesting it is blowing in the wind.

FRANCE



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Background

France is a strong nation that is part of the G7 with many opportunities to be offered. Not only does France have a good economy but also a diverse climate to nurture and sustain their agriculture and resources. This in turn helps them trade with many of their neighboring countries to help form relationships and connections.

Veja is a specialty store that focuses on footwear. We are going international because we are a strong brand seeking to enter new markets. In order to successfully achieve going international Veja will become a joint venture.

Current Events

All pieces of apparel sold in France starting in 2023 must include a label describing its specific impact on the environment (Randolph, 2022).

This entails handling a variety of complex and contradictory data points. Such as where the materials came from and how were they grown? What coloring agent was used? What distance did it cover? What type of energy was used to power the factory?

500 actual pieces of apparel are being used by the French Agency for Ecological Transition (Ademe) to evaluate 11 ideas for data collection and comparison. This is also to determine how the label will look like and where it will be placed (Randolph, 2022).

Current Events

France is joining the fight against monkeypox. Over 2,000 confirmed cases in the country so far. To combat this the local government in Paris, is opening its first vaccination centre, dedicated entirely to administering the monkeypox vaccine to the most vulnerable groups (EVERETT, 2022).

Natural Resources

The rich and fertile soil of France allows crops and agriculture to flourish throughout the country. Foods such as potatoes, wheat, and corn are just some of the crops their high-quality soil can grow (Kubota, 2019). Other natural resources that France is known for are coal, uranium, iron, and energy sources . In the year 2015, France became the 8th nation to largely use wind energy as a power source, and they continue to grow through the years. By the year 2050 France plans to produce zero amounts of emissions and rely solely on the use of natural and renewable energy sources (IEA, 2022)

Culture

The architecture, fashion, cuisine, art, and lifestyle make for an environment that is like no other. The people of France take immense pride in their nation and government and believe in égalité (Gordon, 2022). When it comes to cuisine one can see that food and wine are central to their lifestyle at all socioeconomic levels. In France they express many intentions and feelings over lengthy dinners and social gatherings. Art is also an influential part of the culture as well since one can find it all over the city. France is home to many revolutionary artists that have shaped the art world in many different ways (Artincontext, 2022)

Population & Demographics

As of July 25, 2022, there are 67,570,440 people living in France (Worldometer, 2022). A regulation from 1872 forbids the French Government from organizing a population count by officially separating its residents based on their racial or religious affiliations (World Population Review, 2022). In 2004, it was projected that 85% of France's demographic was caucasian, alongside 10% coming via North Africa, 3.5% by Black people, and 1.5% from Asian people (World Population Review, 2022). France is regarded as a nation of wealth, fashion, and elegance. Despite being a significant hub for fashion, the French put little value on looks, with 70% of French citizens claiming to have little to no concern for fashion and 24% not being interested at all (The Local, 2018).

Import/Export Trade Policies & Practices

France is in favor of a well-balanced trade strategy that guarantees French companies' exposure to international markets, protects societal sensibilities and preferences, and encourages adherence to the Paris Agreement (Diplomatie, 2022). VEJA makes purchases of cotton and rubber that are made from Brazilian and Peruvian suppliers (VEJA, 2022). VEJA establishes a one year contract that they sign with their partners, to guarantee more just and respectable business dealings. VEJA eliminates the middleman by working straight with manufacturers. Up to 40% of crops are pre-financed by VEJA (VEJA, 2022). Organic cotton is purchased by VEJA one year before it is used to make sneakers (VEJA, 2022). In order to ensure that farmers can live comfortably and expand their farms, VEJA also establishes a market-decorrelated price per kilo of organic cotton or rubber (VEJA, 2022).

Distribution & Consumption

VEJA is sold in 3000 retail stores, spread across 60 different countries (VEJA, 2022). Currently, Log'ins, a business that encourages social and professional interaction, manages all of the operations for the VEJA e-shop and the Parisian storefronts (VEJA, 2022). Log'ins is responsible for getting the shoes from Brazil, organizing their product, processing sales, and sending the shoes around the globe from their warehouse in the South of Paris (VEJA, 2022). Paris department retailers added VEJA quickly, and they now make 2 million pairs of shoes annually (Johns, 2021). Saks Fifth Avenue, Nordstrom, Zappos, Net-A-Porter, and other well-known retailers are just some of the stores where VEJA is sold (Johns, 2021). VEJA didn't launch their own physical location until 2019 in Paris (VEJA, Johns, 2021).

Climate

France has four major climate zones. Western France with cool summers; the mountainous region with cold winters and hot summers; northern France with cold winters and hot summers; lastly southern France with mild winters and hot summers (Weatheronline, 2022). Like many places in the world, heat waves have become recurrent in France. Mainly affecting eastern France and the French alps. The French climate is quite favorable to humans and vegetation as well, with the average temperature being between 32° F and 46° F in the winter, and the average during the summer being between 61° F and 75° F (International Living, 2021). Rainfall in France comes from the Atlantic, and annual precipitation is more than 50 inches (Britannica, 2022).

Fiber, Fabric & Apparel Production

France has no shortage of fiber production in the country. France produces both synthetic and natural fibers. France is the third largest exporter of synthetic fiber in the world. With most of its exports going to bordering countries in the EU like Belgium, Germany, and the Netherlands being the top three importers (OEC, 2020). In France, there are many ways to produce textiles. One company, in particular, Veja uses Upcycling, a newer, more environmentally conscious way to produce textiles. Upcycling is the process of turning old materials that are no longer in use into new higher quality more useful products (Yi et. al., 2020). Veja uses recycled cotton and polyester to make several sneakers. On some of the higher-end products, they use a synthetic leather made from cotton and corn unique to them as many French brands are indifferent to synthetic leathers (Veja, 2022). France has thousands of manufacturing companies ranging from high-end to workwear, as well as having some of the best automated manufacturing techniques and the best handmade techniques. France is one of the leading countries in fashion and textile manufacturing (Petit, 2022).

Technology

The French are not commonly known as technology innovators, but here is how the French use technology to stay relevant. France is the most visited country in the world, which also happens to have the largest art museum in the world, the Louvre (Planet, 2021). The Louvre uses the internet to allow its patrons to pre pre-purchase tickets on its website in a language one is familiar with. Upcycling is a newer “eco-friendly” production method used by the French footwear brand Veja (Veja, 2022). Veja also uses technology to track its carbon footprint throughout the entire production process, including the supply chain (Veja, 2022).

Geography

The geography of France is what some experts deem as “perfect.” In this regard, France has a competitive advantage over most of the world due to being strategically located in the middle of Northern and Southern Europe (Briney, 2019). It is also the only country that is considered both Northern and Southern Europe. Surrounded by navigable rivers, like the Rhine, Marne, Seine, Lorie, etc. (Briney, 2019). France has exerted their trading power for centuries. France also has an abundance of land that is used for growing crops (Benko, 2004). This has allowed them to become the leading agricultural powers in Europe. Compared to other countries in Europe, France holds the trophy with the most arable land, besides Russia (Benko, 2004). Additionally, unlike their neighbors of England and Germany, France is able to mass produce way more food. Moreover, Paris serves as both a cultural and geographical phenomenon for France. It sits at the intersection of the Seine and Marne rivers, allowing the city center to control trade, both in and out of France (Benko, 2004). This has made France easy to travel across, only aiding to their imports/exports. Above all, however, France’s external borders are truly what makes it stand out. To the north, sits the English channel and to the west is the Atlantic Ocean. In the south is the Pyrenees Mountains and Mediterranean Sea. In the Southeast are the Alps. Thus, the vast amount of terrain, rivers, etc. that surrounds France makes it easy to defend from a military standpoint. In almost every direction, France is protected by natural geography that serves as its own protection (Benko, 2004).

Geography



Labor & Employment Practices

France is a generous country when it comes to employment law, especially when compared to the West. While most of America is an employment at will state, in France, employers must have a legal reason to fire an employee. Employees are also entitled to 30 vacation days per year, which is nearly double the average amount of vacation days in America. The law also caps a 35 hour workweek, a far cry from the normal 40 hours a week here in America. Any hours worked beyond 35 would carry an overtime rate. France has a strong collective bargaining agreement that puts them in this position. The workers are valued and as a result, people are happier to work in France (Dieterling, 2019).

Economy

When one looks at France's economy can see it is one of the strongest economies in Europe. However, all of Europe's currency recently took a hit as the parity to the U.S. Dollar is as close as it has been in decades. Nonetheless, France rebounded strongly in 2021, with real GDP projected to grow to 2.4% in 2022 and 1.4% in 2023. While this is not as high as they'd like, many other countries are at negative GDP growth due to the COVID-19 pandemic (OECD, 2022). Inflation is expected to reach 5% in 2023, which is much less compared to America. They were able to do so as the government passed a 25 billion euro package to put caps on gas and electricity price increases (France24, 2022). Moreover, President Macron has indicated that he will increase pensions and subsidies to the poor. While the global economy is not in great shape right now, France has done a good job of ensuring that their economy continues to move forward.

Sizing

SIZING CHART V-10



WOMEN

EUR	35	36	37	38	39	40	41
US	4	5	6	7	8	W8.5/M7	W9.5/M8
Length (inch)	8.8	9.4	9.6	10	10.1	10.4	10.6
Width (inch)	3	3.1	3.1	3.2	3.3	3.4	3.5

MEN

EUR	42	43	44	45	46	47	48
US	M10/W8.5	9.5	10.5	11	11.5	12.5	13.5
Length (inch)	10.9	11.1	11.4	11.6	11.9	12.1	12.4
Width (inch)	3.5	3.5	3.6	3.7	3.8	3.8	4

W: Women/ M: Men

Products



Customer Service

Our Customer Service team is committed to answering all your questions

We offer service in English, French, Spanish and German via e-mail, Live Chat, WhatsApp and on our social networks.

Contact Us:

Email us at conference@veja.fr

Or log on to https://www.veja-store.com/en_eu/contact and fill out a contact form.

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