

Au petit bonheur

Au petit bonheur

Au petit bonheur is an ethical fashion brand that wants to produce "value" first and foremost, generating sustainable economic models thanks to the active involvement of the territory, with the aim of contributing to people's well-being and creating a positive impact on communities.

Started in 2003 as a workshop exchange path between young creatives and citizens of the barrier area of Milan, through the activation of internship experiences, job placements of people with disabilities and the incubation of artisan artists in vulnerable situations, today it is established in the Turin panorama as a reference shop where you can find fashion and design products from social tailors.

Since 2022, the philosophy of the brand has been consolidated in the creation of the And End social label. Through certification, the actions linked to the co-design and distribution of brands inspired by the principles of sustainability are defined in a more structural way.

Au petit bonheur promotes a commercial experience characterized by the principles of circum economics, local development and environmental sustainability, to raise awareness among its customers and a wider public on the issues of social impact and an ethical approach to the fashion sector.

The point of sale therefore becomes a space capable of enriching and being a vehicle for the numerous guest realities with a strong focus on the uniqueness of the product and the artistic-artisan expression of the worker.

Furthermore, the shop focuses on a clothing line characterized by a highly sustainable supply chain with ethical production All Made in Italy (more precisely in the province of Busto Arsizio), with Ecotex cotton comfort fabrics coming from controlled supply chains where each company is in possession of the ethics card.

In addition to being an artisan and commercial reference point, the Turin store also represents a meeting place for women residents (and not only) of the neighborhood where they can share a time of company, listening and caring for each other, nourishing that desire for development and consolidation of the community characterizing reality itself.