

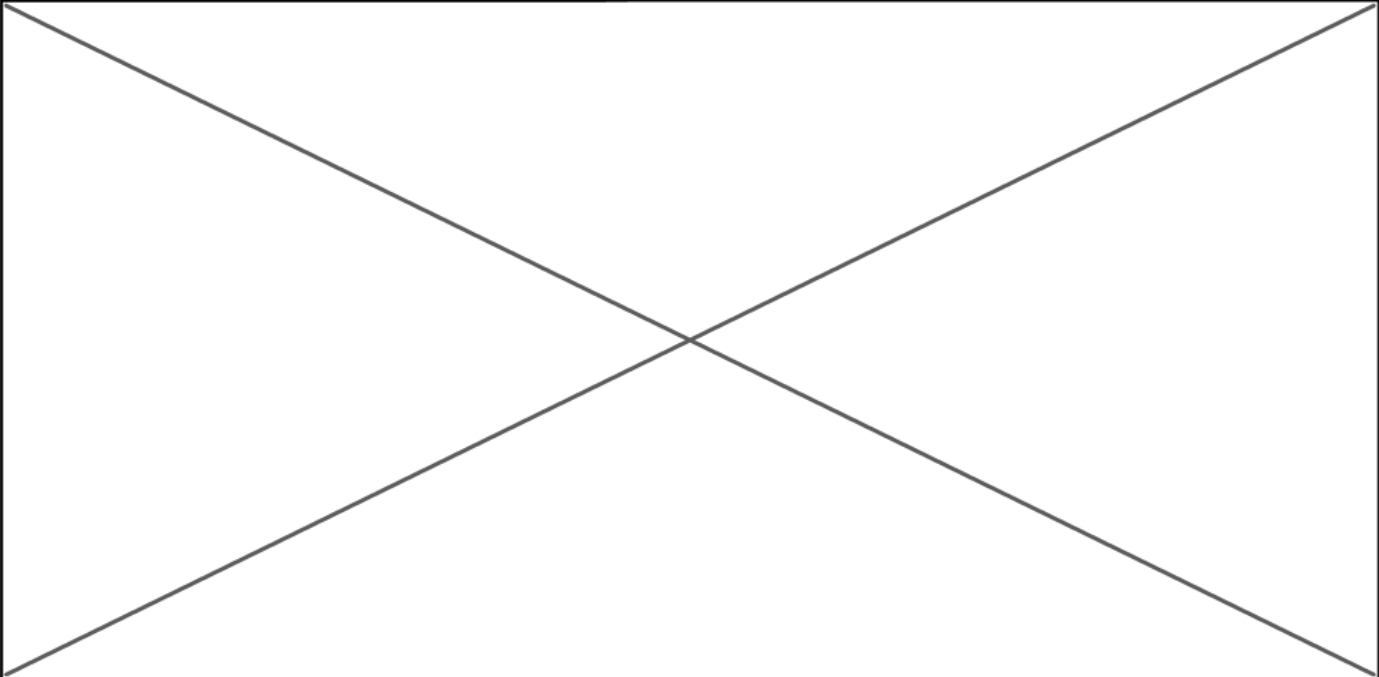


Lole

- shop it
- live it
- know it
- blog
- whiteyoga
- yellow label



- Home
- Give
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- The program
- #LoleYL



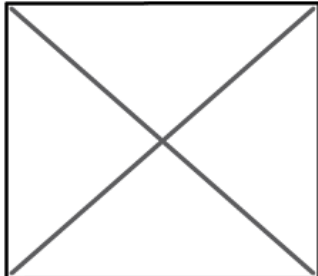
Start a story... and feel warm and fuzzy ever after! Take your pre-loved coat to a Lolë Atelier or Lolë Friends Store from November 12 to December 24, 2013. Lolë will turn it into a Certified Lolë Yellow Label coat. Then we'll sell it on lolewomen.com until January 31, 2014 for a minimum donation of \$30. All proceeds will benefit a local food bank that shares Lolë's philosophy of sharing the love—and the resources—with our community. Everyone will live warmly ever after: all unsold coats will be given to someone in need.

Give now

Shop now

News about the Yellow Label

coming from the Blog - category Yellow Label
<http://www.lolewomen.com/blog/tag/yellow-label/>



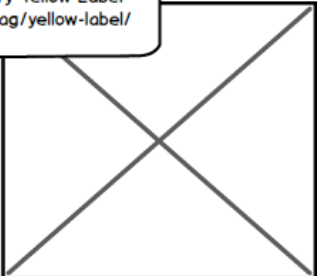
Robert Blow give a coat

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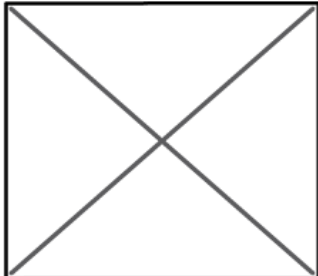
Opening Night

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A new story

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Photos of the night

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

See more news







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GIVE A COAT. START A STORY.

The Lolë Yellow Label Program encourages consumption with a heart.
If you love it, share it and tag it #LoleYL.

1. HOW TO DONATE

Fill the online form and receive a label to send you coat or go visit one of our participating stores.

When you give a pre-loved coat, Lolë will send the love right back at you by giving you a \$50 gift card applicable towards the purchase of a new Lolë coat. You can redeem your rebate online or at any Lolë Atelier or Lolë Friends Store from November 12, 2013 to January 31, 2014*.


 Check the participating stores

 Fill the online form

 Not sure
about this!

*This offer cannot be combined with any other promotion and is not redeemable for cash.
Applicable only on the purchase of a new Lolë coat online or at any Lolë Atelier or Lolë Friends

2. CERTIFICATION CRITERIA

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- ✓ Lorem ipsum dolor sit amet

3. FORM

Is your coat Certified Yellow Label?

- My coat has less than five years old
- My coat is freshly cleaned
- It has no tears

 Submit

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3. FORM



Thank you for your interest in the Lolë Yellow Label Program. Unfortunately, your coat does not meet the following selection criteria and cannot be Certified Yellow Label.

Every action counts. The goal of the Yellow Label Program is to give coats a second life and generate donations for a local food bank. We urge you to donate your coat to a charitable organization near you so they can put it to good use.



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3. FORM

Great! Your coat is now Certified Yellow Label. It's ready for a second life!
To send it to us, please enter the following Contact Information:

First Name: Last Name: Address: City: Postal Code: E-mail:



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3. FORM



We've received your Contact Information. In a few minutes, you'll receive an e-mail with shipping instructions, plus a UPS Shipping Label to affix to your coat box.

I just gave my old coat a second life...blah blah #LoleYL

Thank you for taking part in the Yellow Label Program!

Share and invite your friends to do the same



\$50

When you give a pre-loved coat, Lolë will send the love right back at you by giving you a \$50 gift card applicable towards the purchase of a new Lolë coat. You can redeem your rebate online or at any Lolë Atelier or Lolë Friends Store from November 12, 2013 to January 31, 2014*.

Shop your new coat now!

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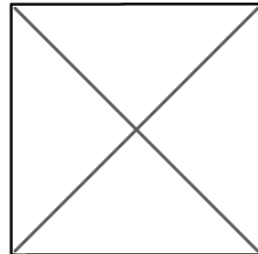
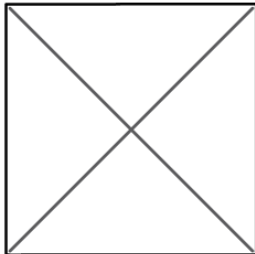
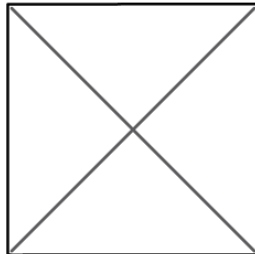
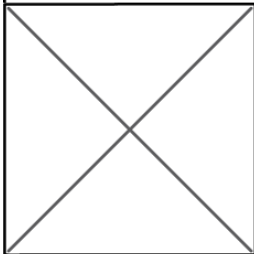
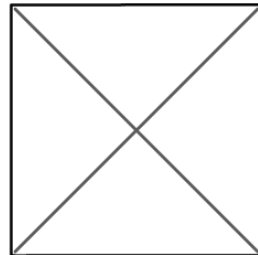
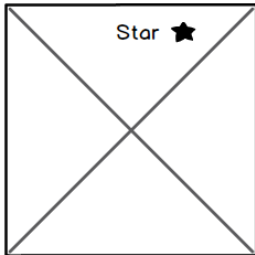
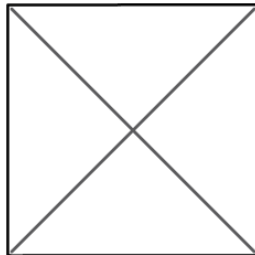
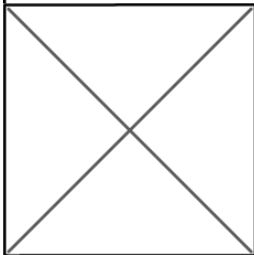
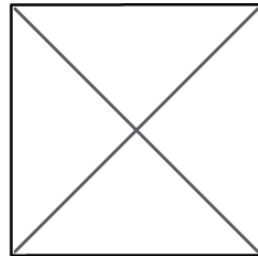
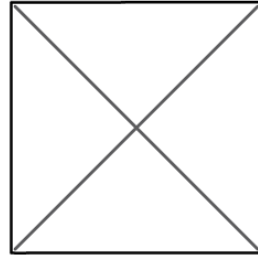
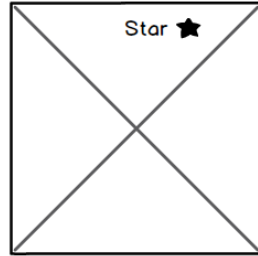


Star ★

Rob Lowe

gave us his coat

Available on Monday. Stay tune!



Lolë Yellow Label | Shop online - Free Shipping

Donec tempor consectetur felis

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Yellow Label
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LOLĚ'S COMMITMENT

It's all part of LolĚ's commitment to creating versatile clothing of enduring value. Clothing that respects our world and one another.

LolĚ's innovative Yellow Label Program reaches out to communities to collect pre-loved, gently used winter coats less than five years old. They're inspected, repackaged, photographed and sold on our website for a warm and cozy price. This environmentally and socially responsible initiative reduces unnecessary purchases and waste by giving an old coat a new life.

What goes around, comes around... because LolĚ donate 100 percent of the proceeds from the LolĚ Yellow Label Program back to a local food bank.

By giving a second life to pre-loved coat LolĚ helps to create a caring community and promotes consumption with a heart.

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WHAT KIND OF COAT CAN I GIVE TO THE LOLE[®] YELLOW LABEL PROGRAM?

We ask that you only give coats that you'd give to a friend in need. That means coats that are: worn less than five years, clean and freshly laundered, not torn, all brands, ages and genders (men's, women's and children's) are accepted.

WHERE CAN I DONATE MY COAT?

You can bring it to any Lolë Atelier or Lolë Friends Store. Click here to find your local drop off location.

WHICH CHARITIES BENEFIT FROM THE MONEY RAISED?

Lolë is donating all proceeds to local charities that share Lolë's philosophy of sharing the love — and the resources — with our community. We've chosen organizations that make the most of food and caring in the communities where we work and play.

HOW DO I BENEFIT FROM MY \$50 OFF GIFT CARD?

When you donate a pre-loved coat in participating stores, Lolë sends the love right back at you by giving you a gift card for \$50 off the purchase of a new Lolë coat. You can redeem your gift card online or at any Lolë Atelier or Lolë Friends Store from November 12, 2012 to January 31, 2013.

• • •

In store

To receive your discount, simply present your Lolë Yellow Label gift card at the cash register when you make your purchase.

• • •

Online

Enter the Promo Code on the back of your gift card at Checkout and \$50 will automatically be deducted from the purchase of your new coat.

WHAT IF MY COAT DOESN'T MEET THE LOLE[®] YELLOW LABEL CRITERIA?

The Lolë Yellow Label certifies that all coats donated are of good quality and in good shape. It guarantees that all coats sold to raise funds for a local charity meet our quality standards. Unfortunately, we cannot accept coats that don't meet our criteria.

WHAT HAPPENS TO MY COAT IF IT ISN'T SOLD?

Lolë will donate all unsold coats to a local charity to warm someone in need.

HOW MUCH DOES A PRE-LOVED COAT COST?

You can purchase a pre-loved coat for as little as \$20. If you're feeling generous, you can top up your purchase price when you Checkout. Your money will go directly to a local food bank.

WHY ISN'T THE COAT I DONATED ONLINE?

It may take up to a week before your coat appears online. If it still doesn't appear, it may not have met the Lolë Yellow Label Program criteria after a second quality control. Don't worry... it's all good! Your coat will warm the heart of someone in need in your community.





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SHARE THE LOVE

Lolë is donating all proceeds from our Yellow Label Program to local food banks that share Lolë's philosophy of sharing the love — and the resources — with our community.

MORE NOURISHMENT, LESS WASTE!

Our shared goal is pure and simple: make the most of what we have got. The food banks chosen by Lolë are supported by a whole network of agri-food suppliers. They collect surplus food from suppliers, wholesalers, manufacturers and farmers to share with your community.

GIVE... AND YOUR GIFT WILL GROW!

For as little as \$1, these networks can recover and redistribute \$14.81 worth of food. That means that your minimum \$20 donation for a Lolë Yellow Label coat helps distribute almost \$300 worth of food! So every dollar you donate to the Lolë Yellow Label Program becomes a real investment in the fight against hunger. Just think what your donation can do... especially if you give an extra \$5!

Same with Lolë Yellow Label coats. We collect coats that are still wearable and give them some love. More warmth, less waste. That's a happy ending for everyone!

. . .

Montreal

www.moissonmontreal.org

. . .

Quebec

www.moissonquebec.com

. . .

Toronto

www.dailybread.ca

. . .

Edmonton

www.edmontonsfoodbank.com

. . .

NYC et Santa Barbara CA

www.feedingamerica.org

. . .

France

Banque alimentaire de Bayonne

Secours populaire de Paris

Secours populaire de Chamonix

Croix Rouge Française

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Canada**USA****EUROPE****EDMONTON**West Edmonton Mall
170 Street Unit E-219
(587) 521-1674**PLATEAU**4075 St-Denis, Montréal
514 507 3907**WESTMOUNT**4868 Sherbrooke St. West, Westmount
514 419 1798**CANDIAC / ELLA AMIE LOLÉ**1 Sardaigne, Candiac
450 444 2099**BROMONT / ELLA AMIE LOLÉ**555 Pl. Champêtre, Bromont
450 534 0999**ST-SAUVER / VIVA AMIE LOLÉ**682 Ch. Avila, St-Sauveur
450-744-1999**QUEBEC / LIVIA AMIE LOLÉ**1354 Maguire
Quebec, QC
418-914-9666**OAKVILLE**172 Lakeshore Road East
Oakville, ON
(905) 582-1718**BAYVIEW**Village Shopping Ctr #22-C
North York, On
(647) 341-2205**NEW YORK**24 Hubert Street
New York, NY, 10013
(888) 501-6351**SANTA BARBARA**740 State Street
Santa Barbara, CA 93101
805-845-085**BIARRITZ**44 Rue Luis Mariano
Biarritz, 64200
+33 (0)5 47 20 80 02**CHAMONIX**159 Rue Vallot
+33 (0)4 50 78 11 42**PARIS**9 Rue Des Blancs Manteaux
Paris, 7500
+33 (0)1 42 78 18 24



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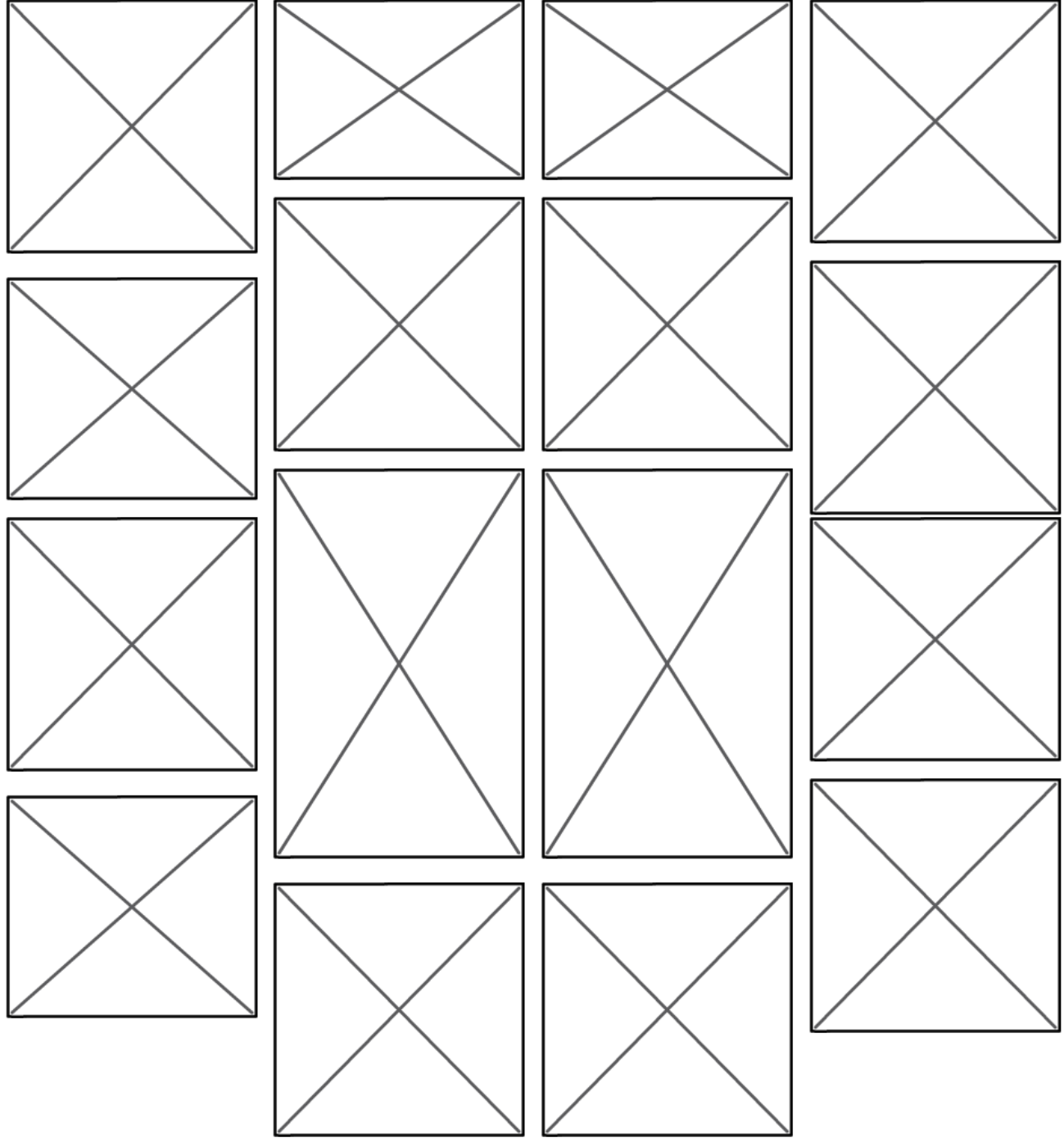


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The Lolë Yellow Label Program encourages consumption with a heart.
 If you love it, share it and tag it #LoleYL.
 Share a picture of your coat before you donate it, blah blah blah



See more

