

SUSTAINABILITY CRITERIA FOR CONSCIOUS PRODUCTS



POSITIVELY **FARFETCH**

How do we qualify a Conscious product on FARFETCH?

FARFETCH developed a set of independently backed criteria to qualify Conscious products on our platform. The conscious criteria leverage established and widely-recognised standards and certifications on sustainable materials and business practices in fashion. In the criteria development process, FARFETCH engaged the expertise of some leading organizations (including Good on You and Sigillum Knowledge Solutions*) to provide critical recommendations on the standards and certifications selected.

*FARFETCH consulted some independent organizations to review our conscious criteria and provide recommendations to ensure and validate the robustness of our approach. The criteria are not meant to be formally endorsed by any specific third-party.

THE CONSCIOUS NATURE OF PRODUCTS ON FARFETCH IS ASSESSED BY LOOKING AT THE FOLLOWING KEY PARAMETERS:

- Material Composition
- Material Production Processes
- Whole Product Certification
- Pre-owned Nature
- Brand Rating on Good on You



In order to be included in our Conscious collection for [womenswear](#), [menswear](#) and [kidsweat](#), a product must meet one or more of the following criteria:

1 A finished product contains a significant proportion of a material that satisfies one of the conditions below:

a) A material or its production process is **independently recognised** as being better environmentally, socially or from an animal welfare perspective (e.g. Low impact cellulosic materials like linen, recycled and upcycled materials, ECONYL, etc.)

b) A material or its production process **holds an independent certification** relating to good environmental, social or animal welfare practice (e.g. GOTS certified cotton, FSC certified viscose, Responsible Wool Standard certified wool, etc.)

NOTE

A “significant proportion” is measured by looking at the product outer that must contain **at least 50%** of an eligible material. However, when it comes to certified materials, we apply the threshold identified by the specific certification requirement (e.g. 95%+ OCS, 70%+ GOTS, 20%+ GRS**)

2 A finished product holds an **independent certification** relating to good environmental, social or animal welfare practice (e.g. Fairtrade)

3 A product is second-hand or vintage (**pre-owned**)

4 A product comes from a brand that has a **positive rating** on Good On You

Conscious products are accessible to consumers when shopping on FARFETCH via the Sustainability filter available on site or through the Conscious Edits – a curated selection of 450+ conscious products for [Womenswear](#) and [Menswear](#), selected from the broader Conscious collection.

FARFETCH is committed to consistently improve our conscious criteria over time in order to reflect the most recent learnings and standards in the sustainability space. In light of this, the conscious criteria are updated once a year to reflect the progress in the industry and raise the bar for our sustainability requirements accordingly.

**OCS: Organic Cotton Standard, GOTS: Global Organic Textile Standard, GRS: Global Recycled Standard

Conscious materials, processes and certifications

Please find [here](#) the list of independently recognised materials & processes and related certifications accepted by FARFETCH.

Our approach is to welcome innovations that drive positive progress (e.g. Orange fibers, Mylo, Microsilk, etc.) – so if you would like to discuss a new material, production process or certification not included in the current list, please contact us at positively@farfetch.com.

NOTE

As for the Conscious criteria, our material thresholds are subject to change over time and across product categories. If you have any questions, please reach out at positively@farfetch.com

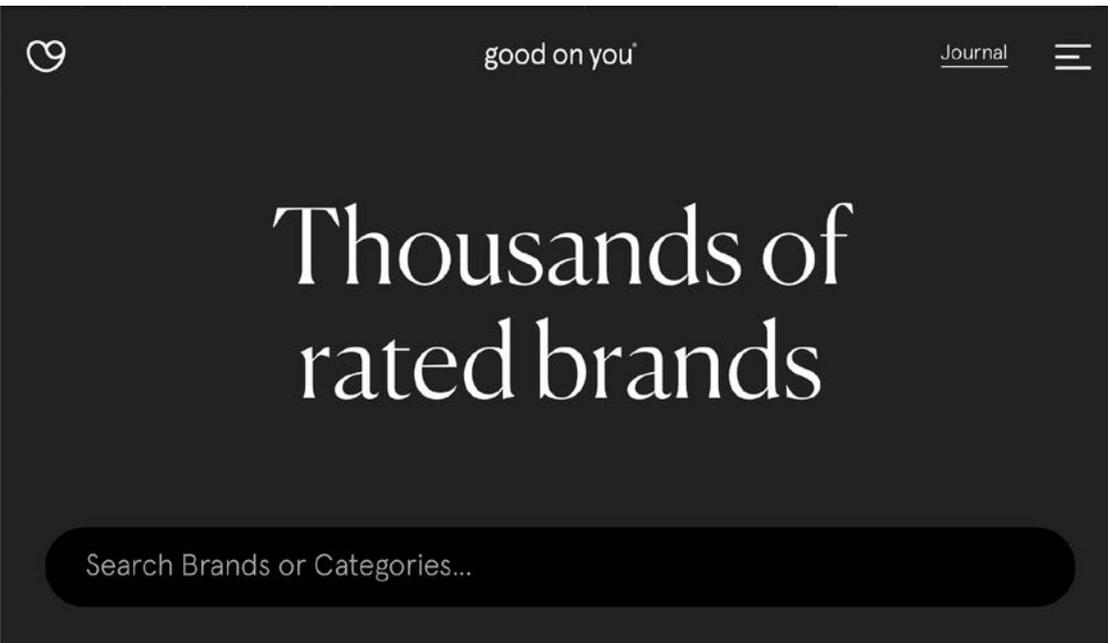
Proportion thresholds for material composition

The **50%+ proportion** threshold for material composition is applied to all categories of products (including bags and accessories) and it is measured by looking at the main product material, generally identified as the outer.

The only exceptions to this rule are:

- Specific shoes categories [including sandals, wedges, slippers, flip flops, etc.] for which both the outer and another shoe component (lining or sole) must be made using eligible materials
- Products with Responsible Down or Wool Standard certified materials for which 100% of the down or wool in the product (either in the lining or in the outer) needs to be certified
- For Watches & Jewellery, the main product material needs to meet the 50% proportion threshold, but the main material is identified by weight or surface area
- Products made using artificial leather and artificial fur should not contain ANY animal products
- For Carbon Neutral products, the certification must appear in the product label and apply to the whole product (100% threshold)

Brand ratings on Good on You



FARFETCH collaborates with [Good on You](#), the leading sustainability rating platform for fashion, to identify conscious brands on our platform through a credible and robust approach.

Good on You identify and evaluate more than 100 different widely-recognised standards and certifications to provide simple, easy-to-understand sustainability ratings on fashion brands. Each brand is assessed against 3 key areas of concern for consumers:

PEOPLE

Brands are assessed against their impact across the supply chain, which includes policies and practices on child labor, forced labor, worker safety and empowerment gender equality and payment of a living wage.

PLANET

This involves an assessment against a brand's use of resources – such as energy, water and chemicals – and waste management, including any commitments to circular practices.

ANIMAL

Brands are assessed against the use of animal products and their animal welfare policies. The use of 'mulesing-free' wool is also considered, if and how the brand uses leather and whether and how brands trace their animal materials to source.



Conscious Step

Price : \$\$
Rated : Good



337 BRAND

Price : \$\$
Rated : Good



The Ethical

Price : \$\$
Rated : Good

For every key area, a brand is rated on a 5-point scale. The rating is based on publicly available information only: Good On You's methodology sources information from brand and parent company reporting, robust third party indices (e.g. the Fashion Transparency Index), and independent certifications, accreditations and other standards based systems (like Fair Trade, Cradle to Cradle, OEKO-TEX STeP and the Global Organic Textile Standard).

If a product comes from a brand that scores well on Good On You, it qualifies to be included in our Conscious collection:

LARGE BRANDS

Need to have a minimum overall score of four out of five to qualify



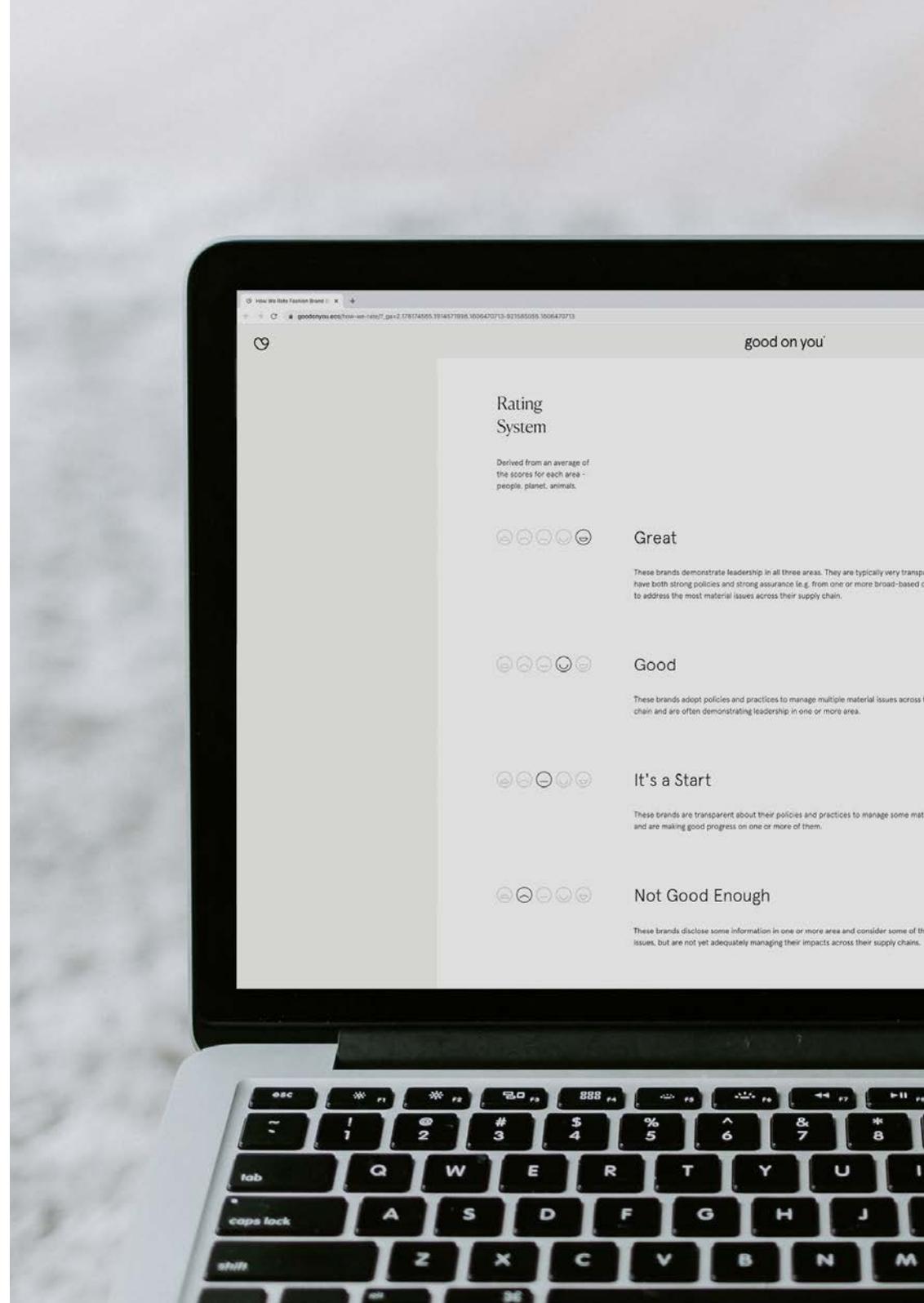
SMALL BRANDS

Must score at least three out of five overall



NOTE

Brand size is defined in line with the European definition of micro, small and medium-sized enterprises (SMEs). So small brands have an annual turnover not exceeding EUR 50 million, while large brands do exceed this threshold



FARFETCH and Good on You are committed to ensuring that brand ratings are up to date over time. The sustainability performance of brands that qualify that qualify based on these criteria is reassessed every 18 months. If a brand stops meeting our minimum thresholds, it is then removed from the Conscious collection.

Good on You's rating system is continuously evolving to capture progress with sustainability in the fashion industry. For their latest ratings methodology review, they engaged key industry stakeholders like Fashion Revolution, Fashion for Good, Four Paws and Fairtrade.

Discover Goon on You' ratings

Discover

Learn more about Good on
You's Methodology

Learn

Fur & Endangered species policy

In 2020, Farfetch stopped listing products made from fur and endangered species in order to address the changing needs of our customers and in line with FARFETCH values. Fur products are defined as products made entirely from furs or made with fur trims.

We also require all exotic skin products listed to have CITES certification and will not allow the listing of exotic skin unless permitted according to CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) and IUCN (International Union for Conservation of Nature).

Please find [here](#) the list of fur banned on FARFETCH



Discover Positively FARFETCH

Learn how we're helping make the fashion industry conscious, cleaner and circular, and how we can help you to choose, act and think positively.

Read More



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