

FARFETCH

QUESTIONS BUYERS SHOULD ASK TO ASSESS THE SUSTAINABILITY OF PRODUCTS

Leveraging the merchandising experience and knowledge of our boutique and brand partners, FARFETCH has created the following list of key questions for buyers to help them better assess the sustainability credentials of products.

Our hope is to further equip curators across the whole fashion and beauty industry with an helpful tool to think, act, and choose positively



TO SET THE SCENE

- Does your brand define sustainability at product level? If yes, how?
- What percentage of the collection is currently sustainable?

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TO UNDERSTAND PRODUCT SPECIFIC ATTRIBUTES

FOR FASHION:

Look into the sustainability of materials and certifications



- Which products in the collection contain a significant quantity of conscious or certified [materials](#)?
- Can you clarify the percentage of these materials in each product? *We recommend that there is at least 50% of conscious or certified materials in the products outer (main material)*
- Are these materials used across all product categories or do you focus on specific ones? *E.g. T-shirts can be easily converted to sustainable materials vs more complex categories like evening wear*

Examples of most used conscious materials to look for:

READY TO WEAR & RESORT WEAR

- Recycled Polyester/Recycled Nylon
- Organic Cotton/Wool/Silk

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- Up-cycled materials
- Certified Viscose
- TENCEL Lyocell/Modal

To note:

For padded jackets, the focus should be on the insulation of the jacket being made of conscious materials rather than the outer. For example, look out for certifications like the Responsible Down Standard or Responsible Wool Standard. If it is synthetic insulation filling, look out for recycled materials.

SHOES AND ACCESSORIES

Examples of most used conscious materials to look for:

- Leather Working Group or ICEC certified leather
- Innovative leather alternatives such as Desserto (cactus leather), Mylo (mushroom leather), Vegea (grape leather)
- Recycled Polyester/Recycled Nylon

To note:

For spring/summer shoes categories, including sandals, wedges, slippers, flip flops, etc. Look for both the outer and at least one other shoe component (lining or sole) in order that a significant enough quantity of conscious materials are used. For all other shoe categories, it's recommended that at least 50% of the outer contains conscious materials.

JEWELLERY AND WATCHES

Examples of most used materials to look for:

- Recycled silver/gold/metals
- Fairmined gold

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FOR BEAUTY:

Look for sustainability certifications and better packaging



ANIMAL TESTING

- Are any products certified cruelty free?

INGREDIENTS SOURCING AND MANUFACTURING PROCESS

- Do any products contain a high proportion of certified sustainable ingredients?

Examples to look for:

- Organic certified
 - Natural certified
 - Vegan certified
 - Certified Palm Oil
 - Eco-Certified products such as Blue Swan, Nordic swan etc
- Do any products come with a 'carbon neutral' certification? If so, is this clearly stated on the product label?

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PACKAGING

- Do any products have refillable/reusable packaging? Do you offer a takeback scheme for refills?
- Do any products contain a proportion of recycled materials in both primary and secondary packaging?
- Is the secondary packaging certified?

To note:

Primary packaging is defined as the packaging in direct contact with the product itself, e.g. a jar/bottle, while secondary packaging is defined as the packaging which holds together individual units of a product. It is often used for display and branding purposes, e.g. a branded paperboard box.

WORKERS WELL-BEING

- Is the brand or any of your products Fairtrade certified?

OPTIMISE THE PROCESS TO GATHER INFORMATION

- Can we find detailed information on the sustainability credentials of each product in the care/ingredients labels or in linesheets/ lookbooks?

E.g. I can look at the care label and see that the cotton is organic vs conventional, or the product is certified organic and the relevant certification standards appear on the labels

- Do you flag these products in the lookbook? If not, please can you highlight the sustainable items in these documents for me?
- Who is best to contact if I have follow up questions on this?

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TO UNDERSTAND A BRANDS POSITION AND PLANS

- Is the brand a member of or been approved by any sustainable standards authorities?

Examples to prompt:

- Responsible Jewellery Council
- PETA approved
- Carbon Trust

- What sustainability targets at product level has the brand set for the next collection? Do you expect the brand to keep using the same sustainable materials/ingredients/certifications across the collection/range (e.g. keep using a sustainable material in a product category)?



*To learn more about how FARFETCH identifies Conscious products,
please visit our [Sustainability Criteria page](#)*

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