

# NET-A-PORTER

## **NET-A-PORTER LAUNCHES NET SUSTAIN, AN EDIT OF CONSIDERED FASHION**

**June 18, 2019** – As the world’s premier luxury fashion destination and a pioneer of innovation, NET-A-PORTER is launching NET SUSTAIN, a platform to highlight and celebrate the brands sold on site that meet the business’ criteria for sustainability, offering customers a way to identify those brands and products more easily.

Launching with 26 brands and comprising 500 products, every item within NET SUSTAIN meets one or more of five key attributes ranging from considered materials and processes to reducing waste in their supply chain, taking into account human, animal and environmental welfare and aligning with internationally recognized best practices in the fashion and beauty industries. Products and brands featured in NET SUSTAIN will be displayed in a dedicated section of the site and will be badged so that customers can easily identify items that meet the sustainability criteria.

Key brands to be featured include exclusive capsules from Stella McCartney, Mother of Pearl x BBC Earth and Maggie Marilyn, alongside seasonal and core styles from the likes of Ninety Percent, Fisch, Lem Lem, Peony, Veja, Hereu, Nannacay, and Chopard. The launch of NET SUSTAIN initially focuses on a fashion with new drops added throughout the season. NET SUSTAIN will expand to include more brands and products over time, including the addition of beauty within the next year. This approach – one where sustainability goes hand in hand with designer fashion – leverages NET-A-PORTER’s global influence to inspire positive change with suppliers and customers.

*"This is an important milestone in our sustainability journey at NET-A-PORTER. We have always wanted to provide our customer with the best products and allow them to make informed choices when shopping on the site. Our sustainable edit provides our customers with the knowledge they need, understanding that they can trust that these brands have been carefully reviewed and meet our criteria for inclusion. Our aim is to give a voice to the brands that are truly making positive changes by providing them with a platform to highlight their best practice."*

**– Elizabeth von der Goltz, Global Buying Director, NET-A-PORTER**

NET SUSTAIN is an important milestone in NET-A-PORTER's responsibility to sustainability and will launch with dedicated campaign imagery on site. The photoshoot was executed by photographer Ben Weller and model Vivian Solari, who approach imagery with consideration for environmental impact. Reduction of travel and a strict no-plastics policy are all now integrated into NET-A-PORTER shoot programming.

NET SUSTAIN Product Attributes:

### **CONSIDERED MATERIALS**

Considered Materials are cultivated in a way that takes into account the welfare of people, animals and the environment.

Some of the standards and certifications considered under this attribute include Global Organic Textiles Standard, Organic Content Standard, Cotton Made in Africa, Better Cotton Initiative, Responsible Wool

Standard, Responsible Down Standard and a number of others. YOOX NET-A-PORTER GROUP joined the international Fur Free Retailer Program, supported by the Fur Free Alliance (FFA) in 2016.

### **CONSIDERED PROCESSES**

Considered Processes minimize environmental impacts and ensure the health of worker and wearer.

Some of the standards and certifications considered under this attribute include Bluesign, Oekotex, Nordic Swan, EU Ecolabel, Leather Working Group, and more.

### **REDUCING WASTE**

This attribute celebrates products made using regenerated or reused materials and the brands designing with circularity in mind.

Some of the standards and certifications considered under this attribute include the Global Recycle Standard, Recycled Claim Standard, Cradle to Cradle, and a number of others.

### **LOCALLY MADE**

Locally Made highlights the brands whose purpose and products are intimately connected to its provenance and people.

We only include brands that manufacture at least 50% of their product in their own community or country.

### **CRAFT AND COMMUNITY**

Craft & Community lie at the heart of luxury, so we celebrate products that showcase unique artisan skills and brands that adhere to fair trade principles and invest in communities.

Some of the standards and certifications considered under this attribute include Fairtrade, Fair for Life, The World Fair Trade Organisation, and Fair Trade Certified.

### More about Sustainability at the YOOX NET-A-PORTER GROUP

- The YOOX NET-A-PORTER GROUP's sustainability vision is based around three pillars: Education, Empowering Women and Responsibility.
- The YOOX NET-A-PORTER GROUP is committed to leading sustainability developments in the industry and collaborating with brands and suppliers to improve practices.
- To reduce carbon emissions and dependency on fossil fuels, the YOOX NET-A-PORTER GROUP has renewed a commitment to sourcing 100% renewable power by 2020, formalized by signing up to the RE100 international campaign. The YOOX NET-A-PORTER GROUP is on-track to meet this goal.
- In 2016 the YOOX NET-A-PORTER GROUP published its sustainability report. In 2017 the YOOX NET-A-PORTER GROUP published its non-financial declaration and for 2018 the YOOX NET-A-PORTER GROUP will release its updated sustainability report (publishing in June 2019). All these documents are in accordance with GRI standards.
- All packaging throughout the YOOX NET-A-PORTER GROUP is made from FSC certified cardboard. Signature ribbons and bags for the Luxury business are in the process of being changed to recyclable materials. All other ribbons, bags, tissue paper and beauty protection bags are already recyclable. Garment protection bags and shoe dust bags are recyclable and/or biodegradable. Plans are in place to address further small use plastics across the operation, including hangers, jewelry boxes and labels.

- The YOOX NET-A-PORTER GROUP supports and promotes equality for women. Women are well represented at all levels in the YNAP business: 63% of employees, 53% of senior and middle managers and 50% of the executive team are female.
- The YOOX NET-A-PORTER GROUP is committed in investing in education for young people and continues to invest in digital education, developing the skills necessary for a thriving digital economy, creating a large and diverse talent pool from which the industry and wider communities will prosper.
- YOOX NET-A-PORTER GROUP is a member of the European Commission's Digital Skills and Jobs Coalition, set up to provide training for digital jobs to 1 million young people by 2020.
- In 2016, the YOOX NET-A-PORTER GROUP joined the international Fur Free Retailer Program, supported by the Fur Free Alliance (FFA). All our multi-brand online stores are Fur Free.
- NET-A-PORTER has been a certified member of the Responsible Jewellery Council since 2014.
- NET-A-PORTER is committed to eliminating plastic and single use plastic on photoshoots, and requests that all third-party production companies use reusable cutlery and crockery on shoots.
- NET-A-PORTER is launching a number of internal initiatives for staff including partnerships with local charities and companies such as; clothing drives with Dress For Success Greater London, monthly clothing clinics with The Clothes Doctor to repair and alter items and volunteer work with GOOD+.

For further information please visit <http://www.ynap.com/pages/sustainability/>

#### About NET-A-PORTER

Since June 2000, NET-A-PORTER has delivered incredible fashion for incredible women. From more than 800 of the world's most coveted designer brands, including Gucci, Chloe, Balenciaga, Saint Laurent, Balmain, Prada, and Stella McCartney, to more than 200 specialist beauty brands, NET-A-PORTER delivers the ultimate curation of product and content – plus new arrivals on site three times a week. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of seven million female luxury consumers, fans and followers and features a fully dedicated editorial vertical with PORTER, which is presented in the style of a fashion magazine and is renowned for its award-winning content. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year.

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