

SUSTAINABILITY CRITERIA FOR “CONSCIOUS” PRODUCTS



POSITIVELY **FARFETCH**

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HOW DO WE QUALIFY A CONSCIOUS PRODUCT ON FARFETCH?



FARFETCH has developed a set of independently backed criteria for fashion and beauty to qualify Conscious products on our platform. The Conscious criteria leverage established and widely-recognised standards and certifications on sustainable materials and ingredients as well as sustainable processes and business practices in the fashion and beauty industries. 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.

We are 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 for both fashion and beauty to reflect the progress in the industry and raise the bar for our sustainability requirements accordingly. This document was updated in July 2022.

*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.

FASHION CONSCIOUS CRITERIA

To be considered a Conscious product on FARFETCH, a fashion product must meet one of the following criteria:

1. MATERIAL COMPOSITION OR MATERIAL PRODUCTION PROCESS

A finished product must **contain a significant proportion of a material that satisfies one of the conditions below:**

- a) The material composition or the material production process is **independently recognised** as being better environmentally, socially or from an animal welfare perspective (e.g. Low impact cellulosic materials like linen or TENCEL, recycled and upcycled materials, ECONYL, etc.)
- b) The material composition or the material 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 outer of the product 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) or relevant industry standards (e.g. for recycled cotton, we accept products with a minimum of 20% of recycled materials due to intrinsic performance issues which prevent a higher use). This applies across all categories - see 'Proportion thresholds for material composition' section for further detail.



2. WHOLE PRODUCT CERTIFICATION

A finished product must **hold an independent certification** relating to good environmental, social or animal welfare practice (e.g. Fairtrade certified, PETA certified, etc.)

3. PRE-OWNED NATURE

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

4. POSITIVE BRAND RATING ON GOOD ON YOU

A product comes from a brand that is highly rated by **Good On You**, See 'Brand ratings on Good On You' section for further detail.

Being rated highly by Good On You enables all products from a brand to qualify for the Conscious Collection. The other criteria listed above are assessed on a product by product basis, so apply to specific products only from the broader brand's offering.

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](#), [Menswear](#) and [Kidswear](#) selected from the broader Conscious collection.

Conscious Materials, Processes and Certifications

In this section you will find the **list of independently recognised materials & processes and related certifications** accepted by FARFETCH.

LOW IMPACT MATERIALS

To qualify as Conscious, a product must contain **at least 50%** or more of one of the materials listed below:

- Fique
- Grass
- Hemp
- Jute
- Linen / flax [Preference for European Flax]
- Certified wood
- CRAiLAR® flax
- Livaeco by Birla Cellulose
- Agraloop
- Polylactic acid (PLA)
- Ramie
- EcoVero viscose (LENZING)
- Jeanologia
- Sustainable Fibre Alliance (SFA) cashmere
- TENCEL™ Lyocell (LENZING)
- TENCEL™ Modal (LENZING)
- TENCEL™ with REFIBRA™ technology
- Texloop
- Cotton made in Africa (CmiA)
- Better Cotton Initiative (BCI) [However, GOTS or "NATURTEXTIL iVN certified BEST certifications are preferred]
- Bemberg™ Cupro
- Micromodal
- ENKA® Viscose
- FSC Certified Viscose
- NAIA™ cellulosic fiber

ALTERNATIVE LEATHER MATERIALS

To qualify as Conscious, a product must contain **at least 50%** or more of one of the materials listed below:

- AppleSkin™
- Bananatex®
- Desserto® cactus leather
- MIRUM
- Muskin
- Piñatex®
- Mylo™ mushroom leather
- Zi™ bio leather
- VEGEA

ORGANIC MATERIALS

To qualify as Conscious, a product must contain **at least 50%** or more of one of the materials listed below (preference for certified sources):

- Organic cotton
- Organic hemp
- Organic linen
- Organic silk
- Organic wool
- Global Organic Textile Standard (GOTS) certified
- NATURTEXTIL iVN certified BEST
- Organic Content Standard (OCS)
- Regenerative Organic Certified™

RECYCLED MATERIALS

To qualify as Conscious, a product must contain **at least 50%** or more of one of the materials listed below

- ECONYL®
- Morphlon
- Recycled brass
- Recycled cashmere
- Recycled cotton – (Note: the proportion of recycled cotton accepted per product is aligned with current industry standards, so it is at least 20% of the overall content in the outer)
- Recycled gold
- Recycled nylon
- Recycled paper
- Recycled PET
- Recycled plastic
- Recycled plexiglass
- Recycled polyamide
- Recycled polyester
- Recycled rubber
- Recycled silk
- Recycled leather
- Recycled silver
- Recycled wool
- Vintage cotton
- Recycled viscose
- Renewcell
- Recycled Content Certification
- First Mile Made® by Thread International

- Global Recycled Standard (GRS) – Note: the proportion of recycled materials per product is aligned with the certification requirement, which is at least 20% of the overall content
- Parley Ocean Plastic®
- Recover® Cotton
- NewLife™ recycled polyester
- Cardato certification
- NuCycl™
- SeaCell™
- Giotex™ recycled cotton
- Re-Verso™
- Q-NOVA®

UPCYCLED MATERIALS

To qualify as Conscious, a product must contain **at least 50%** or more of upcycled materials. These include deadstock, reworked fabrics, repurposed scraps etc.

ANIMAL WELFARE CERTIFIED MATERIALS

To qualify as Conscious, 100% of the animal-derived material in the product (either in the lining or in the outer) must hold one of the following certifications:

- Responsible Alpaca Standard (RAS)
- Responsible Mohair Standard (RMS)
- Sustainable Fibre Alliance (SFA)
- The Good Cashmere Standard® (GCS)
- Responsible Wool Standard (RWS)
- Responsible Down Standard (RDS)
- NewMerino® Standard
- ZQ Standard
- Global Traceable Down Standard (Global TDS)
- Traceable Down Standard (Downpass)
- NATIVA™

CERTIFIED LEATHERS

To qualify as Conscious, 100% of the leather used in the product must be certified by one of the following standards:

- Leather Working Group (LWG) certified leather: Bronze, Silver or Gold [preference for Gold certified leather, audited tanneries only are excluded]
- ICEC (Quality Certification Institute for the Tanning Industry) certified leather

FOREST-FRIENDLY MATERIALS

To qualify as Conscious, a product must contain at **least 50%** of certified materials coming from one of the standards listed below:

- Forest Stewardship Council (FSC) certified materials
- Programme for the Endorsement of Forest Certification (PEFC) certified materials

FAIRMINED GOLD

To qualify as Conscious, a product must contain at **least 50%** of Fairmined ecological gold.

CARBON NEUTRAL

To qualify as Conscious, the **entire brand or finished product must be certified** by one of the following standards:

- Certified CarbonNeutral®
- The Carbon Trust

Our approach is to welcome innovations that drive positive progress in the industry – so if you would like to discuss a new material, production process or certification not included in the list above, please contact us at positively@farfetch.com.

Threshold for Conscious Material Compositions



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**.

As mentioned earlier, there are some exceptions to this rule – please see the next section for further details:

1. **Specific shoe categories** [including sandals, wedges, slippers, flip flops, etc.] for which:

The upper must contain **>50% of Conscious materials**.
Another significant shoe component must also be made using Conscious materials: **>50% for the lining or >20% for the sole**.

2. For a **specific certification requirement** we apply the threshold identified by the specific certification requirement: e.g. 95%+ OCS, 70%+ GOTS, 20%+ GRS – this applies across all **fashion, accessories and footwear categories**.

3. For **recycled cotton** we accept products with a **minimum of 20% of recycled materials due to intrinsic performance issues** which prevent an higher use (in particular, the length of cotton fibers is shortened during the recycling process, which means that recycled cotton needs to be blended with other fibres during the spinning process to ensure the resulting yarns are of high strength, good quality and the finished product is durable). This applies across all fashion, accessories and footwear categories

4. Products made with **Animal Welfare Certified materials for which 100%** of the animal-derived material (either in the lining or in the outer) needs to be **certified**

5. 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**

6. For **Carbon Neutral products**, the certification **must appear in the product label** and apply to the whole product (100% threshold)

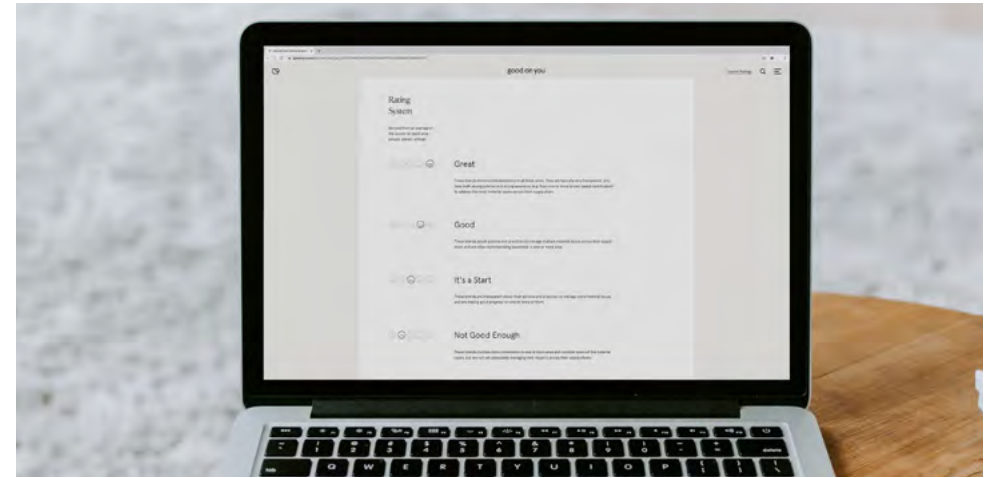
Brand ratings on Good on You

FARFETCH collaborates with Good On You, the leading sustainability rating platform for fashion, to (1) identify Conscious brands on the marketplace, (2) assess key sustainability trends across our brand portfolio and (3) provide guidance to our partners on how to improve their sustainability impacts over time.

HOW GOOD ON YOU'S RATING METHODOLOGY WORKS

Good On You's rating methodology is both rigorous and comprehensive. It brings together the most reliable sources of sustainability information evaluating each brand on 500-plus data points.

Each rating is based only on **publically available data only** – the principle of transparency, accountability and the consumers right to know is fundamental. Good On You's ratings technology and independent analysts compile and verify data from the most robust third-party indices (like the Fashion Transparency Index and the Carbon Disclosure Project); certifications and standards bodies (like Cradle to Cradle and OEKO-TEX); and a brands' own public reporting and commitments.



Each brand is assessed against 3 key areas of concern for consumers:

People – Brands are assessed against their human 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.

For every key area, a brand is rated on a **5-point scale**.

HOW BRANDS QUALIFY AS CONSCIOUS

If a product on FARFETCH comes from a brand rated highly by Good On You, it then qualifies for the Conscious Collection:

- **Large brands** (annual revenues >50M Euros) need to have a minimum overall score of **four out of five** to qualify
- **Small brands** (annual revenues <50M Euros) must score at least **three out of five** overall

FARFETCH and Good On You are committed to ensuring that brand ratings are up to date over time. So the **sustainability performance of the brands 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.

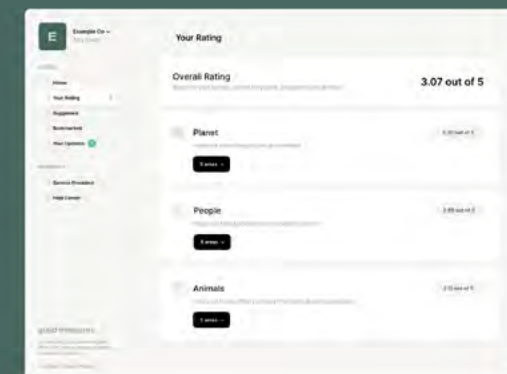
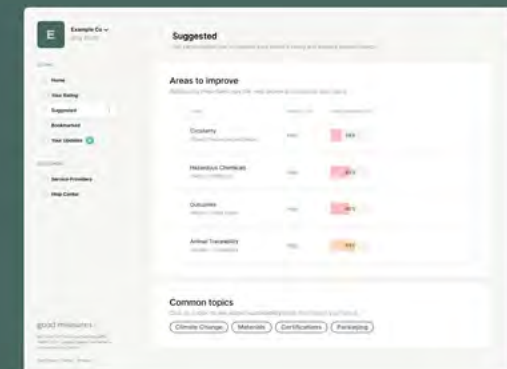
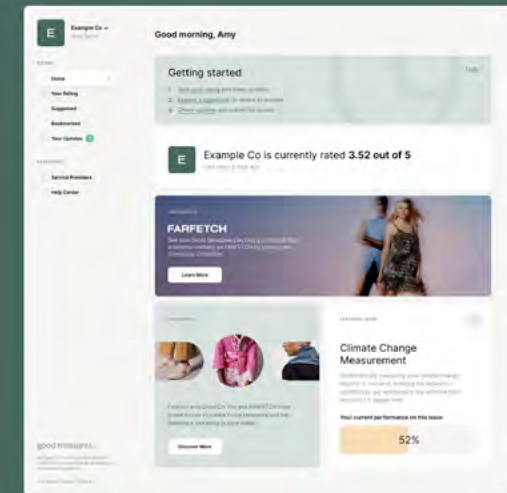
Good On You has developed two robust rating methodologies – one for small brands and one for large brands. Each methodology is continuously evolving to capture progress with sustainability in the fashion industry. For their latest review, they engaged key industry stakeholders like Fashion Revolution, Fashion for Good, Four Paws and Fairtrade.



How Brands Can Improve Their Ratings: Good Measures

FARFETCH and Good On You have come together to create [Good Measures](#) – the sustainability hub that helps brands do better, so customers buy better.

Through Good Measures, brands get deep insights into the sustainability issues underlying their Good On You rating and clear guidance on ways to do better. FARFETCH provides brand partners with free access to the tool with the hope to help them to better demonstrate progress to consumers while unlocking increased visibility and commercial benefits on the marketplace too.



Helping Brands Do Better So Consumer Buy Better



HOW GOOD MEASURES HELPS BRANDS DO BETTER:

Easily learn how your brand performs

Understand the key sustainability issues that drive your brand's Good On You rating.

Identify high-impact areas to improve

Quickly prioritise the critical steps – tailored to your business – that will improve your brand's sustainability performance

Demonstrate progress, connect with Conscious consumers and unlock commercial benefits

Leverage your rating to show consumers your sustainability progress and increase your brand's visibility on platforms like FARFETCH

To access Good Measures or express your interest, please click the link below or contact positively@farfetch.com.

Explore Good Measures

Discover

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. In April 2022, Angora fur, wool and felt were also added to our list of banned furs. Since 2020, we also require all exotic skin products listed to have CITES certification and do 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 below the detailed list of fur banned on FARFETCH in the next section.



LIST OF FURS BANNED ON THE PLATFORM				
April 2022				
Name	Order	Family	Genus-species	Exception
Angora, Rabbit	Lagomorpha	Leporidae	Cuniculus	Sheep Sheep is not banned except for any of the listed names on the right, which refer to newborn or fetal sheep.
Antelops	Artiodactyla	Bovidae	Hippotragus niger and Antilope cervicapra	
Badger	Carnivora	Mustelidae	Taxida sp. and Meles sp.	
Basariskdo	Procyonidae	Bassariscus astutus.	
Beardo	Ursidae	Ursus sp.	
Bear, Polardodo	Ursus maritimus.	
Beaver	Rodentia	Castoridae	Castor canadensis.	
Burundukdo	Sciuridae	Eutamias asiaticus	
Cat, Caracal	Carnivora	Felidae	Caracal caracal.	
Cat, Domesticdodo	Felis catus.	
Cat, Leoparddodo	Prionailurus bengalensis.	
Cat, Lynxdodo	Lynx rufus.	
Cat, Manuldodo	Felis manul.	
Cat, Margaydodo	Leopardus wiedii.	
Cat, Spotteddodo	Felis sp. (South America).	
Cat, Wilddodo	Felis catus and Felis lybica.	
Cheetahdodo	Acinonyx jubatus.	
Chinchilla	Rodentia	Chinchillidae	Chinchilla chinchilla.	
Chipmunkdo	Sciuridae	Tamias sp.	
Civet	Carnivora	Viverridae	Viverra sp., Viverricula sp., Paradoxurus sp., and Paguma sp.	
Desman	Soricomorpha	Talpidae	Desmana moschata and Galemys pyrenaicus.	broadtail Persian lamb karakul swakara astrakhan krimmer
Dog	Carnivora	Canidae	Canis familiaris.	
Erminedo	Mustelidae	Mustela erminea.	
Fisherdodo	Martes pennanti.	
Fitchdodo	Mustela putorius.	
Foxdo	Canidae	Vulpes vulpes, Vulpes macrotis.	
Fox, Bluedodo	Vulpes lagopus.	
Fox, Greydodo	Urocyon cinereoargenteus and Urocyon littoralis.	
Fox, Kitdodo	Vulpes velox.	
Fox, White	Carnivora	Canidae	Vulpes lagopus.	
Genetdo	Viverridae	Genetta genetta.	
Guanaco, or its young, the Guanacitodo	Camelidae	Lama guanicoe.	
Hamster	Rodentia	Cricetidae	Cricetus cricetus.	
Haredo	Leporidae	Lepus sp. and Lepus europaeus occidentalis.	
Jackal	Carnivora	Canidae	Canis aureus and Canis adustus.	
Jackal, Capedodo	Canis mesomelas.	
Jaguardo	Felidae	Panthera onca.	
Jaguarundidodo	Herpailurus yagouaroundi.	
Kangaroo	Diprotodontia	Macropodidae	Marcopus sp.	
Kangaroo-ratdo	Potoroidae	Bettongia sp.	
Kinkajou	Carnivora	Procyonidae	Potos flavus.	
Koala	Diprotodontia	Phascolarctidae	Phascolarctos cinereus.	
Kolinsky	Carnivora	Mustelidae	Mustela sibirica.	
Leopard	Carnivora	Felidae	Panthera pardus.	
Llama	Artiodactyla	Camelidae	Lama glama.	
Lynx	Carnivora	Felidae	Lynx canadensis and Lynx lynx.	
Marmot	Rodentia	Sciuridae	Marmota bobak.	
Marten, American	Carnivora	Mustelidae	Martes americana and Martes caurina.	

LIST OF FURS BANNED ON THE PLATFORM				
April 2022				
Name	Order	Family	Genus-species	
Marten, Baumdodo	Martes martes.	
Marten, Japanesedodo	Martes melampus.	
Marten, Stonedodo	Martes foina.	
Minkdodo	Mustela vison and Mustela lutreola.	
Mole	Soricomorpha	Talpidae	Talpa sp.	
Monkey	Primates	Cercopithecidae	Colobus polykomos.	
Muskrat	Rodentia	Muridae	Ondatra zibethicus.	
Nutriado	Myocastoridae	Myocastor coypus.	
Ocelot	Carnivora	Felidae	Leopardus pardalis	
Opossum	Didelphimorphia	Didelphidae	Didelphis sp.	
Opossum, Australian	Diprotodontia	Phalangeridae	Trichosurus vulpecula.	
Opossum, Ringtaildo	Pseudocheiridae	Pseudocheirus sp.	
Opossum, South American	Didelphimorphia	Didelphidae	Lutreolina crassicaudata.	
Opossum, Waterdodo	Chironectes minimus.	
Otter	Carnivora	Mustelidae	Lontra canadensis, Pteronura brasiliensis, and Lutra lutra.	
Otter, Seadodo	Enhydra lutris.	
Pahmidodo	Helictis moschata and Helictis personata.	
Panda	Carnivora	Alluridae	Allurus fulgens.	
Peschanik	Rodentia	Sciuridae	Spermophilus fulvus.	
Rabbit	Lagomorpha	Leporidae	Oryctolagus cuniculus.	
Raccoon	Carnivora	Procyonidae	Procyon lotor and Procyon cancrivorus.	
Raccoon, Asiaticdo	Canidae	Nyctereutes procyonoides.	
Raccoon, Mexicando	Procyonidae	Nasua sp.	
Reindeer	Artiodactyla	Cervidae	Rangifer tarandus.	
Sable	Carnivora	Mustelidae	Martes zibellina.	
Sable, Americandodo	Martes americana and Martes caurina.	
Seal, Fur	Carnivora	Otaridae	Callorhinus ursinus.	
Seal, Hairdo	Phocidae	Phoca sp.	
Seal, Rocdo	Otaridae	Otaria flavescens.	
Skunk	Carnivora	Mephitidae	Mephitis mephitis, Mephitis macroura, Conepatus semistriatus and Conepatus sp.	
Skunk, Spotteddodo	Spilogale sp.	
Squirrel	Rodentia	Sciuridae	Sciurus vulgaris.	
Squirrel, Flyingdodo	Eupetaurus cinereus, Pteromys volans and Petaurista leucogenys.	
Suslikdodo	Spermophilus citellus, Spermophilus major rufescens and Spermophilus suslicus.	
Vicuna	Artiodactyla	Camelidae	Vicugna vicugna.	
Viscacha	Rodentia	Chinchillidae	Lagidium sp.	
Wallaby	Diprotodontia	Macropodidae	Wallabia sp., Petrogale sp., and Thylogale sp.	
Weasel	Carnivora	Mustelidae	Mustela frenata.	
Weasel, Chinesedodo	Mustela sibirica.	
Weasel, Japanesedodo	Mustela itatsi (also classified as Mustela sibirica itatsi).	
Weasel, Manchurian	Carnivora	Mustelidae	Mustela altaica and Mustela nivalis rixosa.	
Wolfdo	Canidae	Canis lupus.	
Wolverinedo	Mustelidae	Gulo gulo.	
Wombat	Diprotodontia	Vombatidae	Vombatus sp.	
Woodchuck	Rodentia	Sciuridae	Marmota monax.	

BEAUTY CONSCIOUS CRITERIA

To be considered a Conscious product on FARFETCH, a **beauty product must meet one of the following criteria** – which we have grouped in four key focus areas: **Ingredients sourcing, manufacturing process, workers wellbeing and packing.**

1. INGREDIENTS SOURCING

Organic

To qualify as Conscious, a product must contain **at least 70% or more organic content and must be certified** by one of the following organic standards:

- COSMOS-standard
- NATRUE Label
- Natural Cosmetics Standard (NCS)
- NSF International (National Sanitation Foundation)
- American National Standards Institute (ANSI)
- United States Department of Agriculture (USDA)



Natural

To qualify as Conscious, a product must contain **at least 70% or more natural content or content of natural origin and must be certified** by one of the following standards:

- COSMOS-standard – natural
- NATRUE Label – natural
- Natural Products Association (NPA)

Vegan

To qualify as Conscious, a product must hold a Vegan certification or the whole brand must be Vegan Certified by one of the following standards:

- The Vegan Society's Vegan Trademark
- The V Label
- Vegetarian Society Approved vegan trademark

Environmentally certified

To qualify as Conscious, the product must hold a **relevant environmental certification** from the list below:

- Blue Angel
- Nordic Swan Ecolabel
- Environmental Working Group
- EU Ecolabel – environment and health
- Cradle to Cradle Certified®

Free-from

To qualify as Conscious, the product must be free from **ALL** ingredients listed below. Our Free-From list focuses solely on ingredients which may be considered by some as harmful to the environment.

To create the list we worked closely with Sigillum Knowledge Solutions, an international consultancy company focused on the health, safety and sustainability of consumer products. Some key sources used to inform this list of ingredients were: the EU Ecolabel criteria for rinse-off cosmetic products (Commission Decision 2014/893/EU) and Nordic Swan Ecolabel.

Name of Ingredient	CAS No
Genistein	446-72-0
Resorcinol	108-46-3
Triclocarban	101-20-2
Triclosan	3380-34-5
4-Methylbenzylidene camphor	36861-47-9
Benzophenone-1 (BP-1)	131-56-6
Benzophenone-2 (BP-2)	131-55-5
Benzophenone-4 (BP-4)	4065-45-6
Oxybenzone (Benzophenone-3)	131-57-7
Benzophenone-5 (BP-5)	6628-37-1
Genistein	446-72-0
tert-Butylhydroxyanisole/Butylated hydroxyanisole (BHA)	25013-16-5
Butylated hydroxytoluene (BHT)	128-37-0
Propylparaben	94-13-3
Benzyl salicylate	118-58-1
Phthalates	Various
Benzyl salicylate	118-58-1
Phthalates	Various
Cyclopentasiloxane (D5)	0541-02-06
Cyclopentasiloxane (D6)	540-97-6
Ethylhexyl methoxycinnamate(EHMC)/Octylmethoxycinnamate (OMC)/Octinoxate	5466-77-3
Triphenyl phosphate	115-86-6
Deltamethrin	52918-63-5
Galaxolide	1222-05-05
Benzalkonium Chloride	63349-41-2/68391-01-5/68424-85-1/85409-22-9
Formaldehyde releasing preservatives	30007-47-7
5-Bromo-5-nitro-1,3-dioxane	
Formaldehyde releasing preservatives	7747-35-5
7-Ethyl-bicyclooxazolidine	
Estragole	140-67-0
Methyl eugenol	93-15-2
Benzophenone	119-61-9
Cobalt & cobalt compounds	Various
Butylphenyl Methylpropional (BMHCA)	80-54-6
Retinyl palmitate	79-81-2
Furfural	98-01-1
Methylchloroisothiazolinone	26172-55-4
Methylisothiazolinone	2682-20-4
Nickel compounds	Various
Tetrahydrofurfuryl methacrylate	2455-24-5
Trimethylolpropane trimethacrylate	3290-92-4
Methyl paraben	99-76-3
Butylparaben	94-26-8
Sodium Laureth Sulfate (SLES)	3088-31-1/9004-82-4/68891-38-3/1335-72-4/68585-34-2/91648-56-5
Nanomaterials	Various
Ethylenediaminetetraacetic acid (EDTA) and its salts	Various

FARFETCH requires that any beauty product which qualifies for the “Free-From” criteria must also be free from: any substance listed in accordance with Article 59(1) of Regulation (EC) No 1907/2006 (SVHCs) and any substances in the Hazard Statement List included in the EU Ecolabel. We also recommend, but do not require, partners to exclude microplastics from their products. Microplastics are banned in the UK and many other countries. They are not banned globally.

2. WORKERS WELLBEING

Fair Trade

To qualify as Conscious, the product must be:

- FAIRTRADE certified

3. MANUFACTURING PROCESS

Forest Conservation

To qualify as Conscious, the brand must **only source certified Palm Oil**, and 100% of the Palm Oil, Palm Kernel Oil and derivatives included in a product **must be certified** by one of the following standards:

- Roundtable on Sustainable Palm Oil (RSPO)
Roundtable on Sustainable Biomaterials (RSB)



Carbon Neutral

To qualify as Conscious, the **entire brand or finished product must be certified** by one of the following standards:

- Certified CarbonNeutral®
- The Carbon Trust

4. PACKAGING

Recycled Packaging

To qualify as Conscious, the **primary packaging** of the product must contain **at least 50% or more of recycled materials**.

If a product comes with a **secondary packaging** too, then the secondary packaging must contain **at least 50% or more of recycled materials which** must also **be certified** by one of the following standards:

- SCS – Recycled Content Certification (RCC)
- Programme for the Endorsement of Forest Certification (PEFC)
- Textile Exchange – Recycled Claim Standard (RCS)
- Forest Stewardship Council (FSC) certified
- Textile Exchange – Global Recycled Standard (GRS)

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.

Refillable Packaging

To qualify as Conscious, the primary packaging is designed to **be refilled or reused** and the **brand offers a re-fillable or reusable scheme**.

5. CRUELTY FREE

To qualify as Conscious, the product must be **free from animal testing** and **holds one of the following certifications**:

- PETA – ‘Beauty Without Bunnies’ Program
- Cruelty Free International – ‘Leaping Bunny’

Conscious beauty products are accessible to consumers when shopping on FARFETCH via the Conscious filter available on site or through the Conscious Edits - a curated selection of 450+ Conscious products from different categories for [Women](#) and [Men](#) selected from the broader Conscious collection.



POSITIVELY FARFETCH: OUR STRATEGY AND GOAL FOR CONSCIOUS PRODUCTS

We believe it starts with a choice. To continue with the status quo – or choose to find a better way, to make fashion and beauty more sustainable.

We are the global platform for the luxury industry – inherently an enabler of others, and an enabler of change. That's why we called our sustainable business strategy Positively FARFETCH – because we want to be, not just any platform, but the platform for good in luxury – a platform that enables and empowers everyone we work with – the whole fashion and beauty community – to think, act and choose positively.

Positively Conscious is one of the key pillars that brings our Positively FARFETCH mission to life – **it's our commitment to empower our community to make more positive product choices. We have set ourselves the goal to sell 100% Conscious products by 2030** – driving all FARFETCH Group revenues from products that are independently recognised or certified as being better for people, the planet or animals. It's ambitious, but we need to be.


Together with our brand and boutique partners, we want to revolutionise and reinvent the fashion industry for the future. And we strongly believe that the future for the fashion industry is Positively Cleaner, Conscious, Circular, and Inclusive.

GET IN TOUCH WITH FARFETCH

To share any questions or feedback on the FARFETCH Conscious Criteria and related tools or policies, please contact the Sustainability team at positively@farfetch.com or get in touch with your existing FARFETCH E-concession or Account Manager contact.

Learn more about

Positively FARFETCH



POSITIVELY **FARFETCH**