

# RESELFRIDGES

## METHODOLOGY

Selfridges' vision to reinvent retail is our bold commitment to change the way we shop and the way we do business. Built on three pillars, our sustainability strategy looks to drive a transition to certified materials, explore new business models, and challenge the mindsets of our partners, customers, and own teams. All of this supports our ultimate goal: achieving a just transition to net-zero by 2040.

Reselfridges aims to guide customers in making informed choices by promoting products made with materials that are certified by third-party standards.



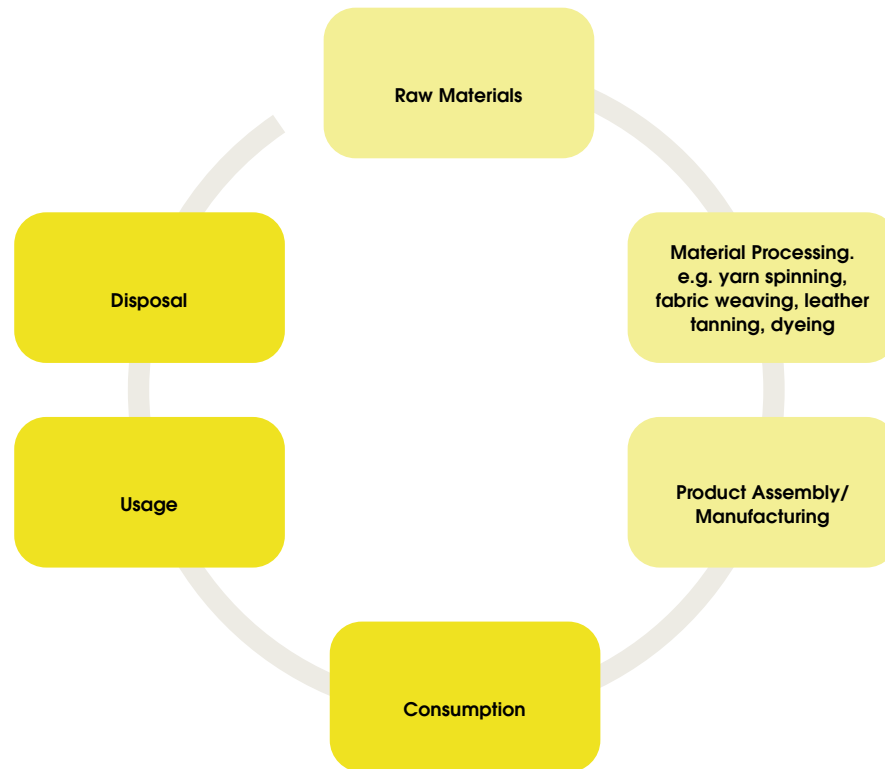
## **OUR CRITERIA**

In order to be part of Reselfridges, our brands must provide us with third-party certifications to evidence the claims related to their products.

Each standard we include in Reselfridges undergoes a thorough review process to ensure it aligns with our sustainability goals and follows best practices for transparency and measurable impact. Additionally, we have actively engaged with all standards featured in our criteria to map and understand how to verify claims and evidence provided by our brands. We are endeavouring to follow best practice in evidence gathering and verification.

Through our research into different standards, we have recognised there is variation in their focus and coverage. Whilst some concentrate on specific stages of the product's journey, for example, leather tanning; others aim to cover multiple stages of the supply chain and ensure greater traceability, for example, they certify stages from raw materials sourcing, through material processing to final product manufacturing.

The difference means that while some certifications guarantee high standards and lower impact in certain areas, they may not cover the full supply chain or every stage of a product's journey, as displayed.



While certifications are a valuable tool for assessing specific aspects of sustainability, they represent just one part of a product's overall impact. By providing this context we hope to provide transparency and help our customers make informed choices.

## OUR CRITERIA

The following criteria outline how we select and highlight products within Reselfridges. Each product must:

**Contain certified materials:** We choose only products that contain materials certified to recognised sustainability standards listed in the table below.

**Meet a minimum certified content requirement:** Products' main material must contain **at least 50% certified content**. This ensures that a significant portion of the product is sourced from verified and certified materials, such as organic cotton, recycled polyester, or other

Products which meet these criteria are labelled within our product descriptions with one of the attributes below:

Our attribute	Our definition	Standards and trademarks we accept under this attribute*
Organic cotton	Organic cotton reduces the use of harmful chemicals, minimising the contamination in the soil, air, and water.	<a href="#">Organic Content Standard 100 (OCS 100)</a> , <a href="#">Cotton Made in Africa@ Organic (CMiA)</a> , <a href="#">Fairtrade Organic Cotton</a>
Regenerative cotton	Regeneratively grown cotton improves soil health by increasing soil fertility and water retention while reducing corrosion.	<a href="#">regenagri@</a>
Ethically traded cotton	Cotton sourced through projects which either improve farmers' livelihoods, ensure safe working conditions, and/or invest in community projects like education and health care.	<a href="#">Cotton made in Africa@ (CMiA)</a> , <a href="#">Fairtrade Cotton</a>
Recycled: cotton, polyester, nylon, leather, down, wool, cashmere, mohair, alpaca, viscose	Recycled material helps to eliminate textile waste by diverting it from landfills and reducing demand for virgin materials.	<a href="#">Global Recycled Standard (GRS)</a> , <a href="#">Recycled Content Standard (RCS 100 &amp; Blended)</a> , <a href="#">ECONYL@</a> , <a href="#">Ecodown (Thermore @)</a> , <a href="#">Re:Down @</a>
Brand is a Leather Working Group member	The brand sources leather from tanneries certified to Leather Working Group (LWG) Audit Standard. It is a globally recognised certification designed to promote environmentally and socially responsible practices in leather manufacturing.	<a href="#">Leather Working Group (LWG)</a>
Regenerated cellulose fibre	Regenerated cellulose fibre is derived from wood pulp sourced from certified forests, reducing the use of chemicals, water and energy.	<a href="#">TENCEL™ Lyocell</a> , <a href="#">LENZING™ ECOVERO™</a> , <a href="#">TENCEL™ Lyocell x REFIBRA™*</a>
Certified down	Down and feathers sourced from farms that prioritise animal welfare. Traceability is ensured throughout the supply chain.	<a href="#">Responsible Down Standard (RDS)</a> , <a href="#">Downpass Standard</a>
Certified wool	Wool sourced from farms that prioritise animal welfare and support land stewardship. Traceability is ensured throughout the supply chain.	<a href="#">Responsible Wool Standard (RWS)</a> , <a href="#">ZQ™ Merino Wool</a> , <a href="#">NATIVA™</a>
Certified cashmere	Fibres sourced from farms that prioritise animal welfare and support land stewardship. Traceability is ensured throughout the supply chain.	<a href="#">The Good Cashmere Standard@ (GCS)</a>
Certified alpaca		<a href="#">Responsible Alpaca Standard (RAS)</a>
Certified mohair		<a href="#">Responsible Mohair Standard (RMS)</a>

\*Note: The bodies providing these certifications do not endorse and are not affiliated with Reselfridges.

## FOCUS MATERIALS

### *Why have we decided to focus on seven key materials?*

Over **120 million** tonnes of textile fibre is produced every year\*\*. Reselfridges concentrates on seven key materials that dominate the global textile and fashion industry: cotton, polyester, nylon, leather, down, wool and man-made cellulosic fibres. These materials represent over **85%** of global textile fibre production\*\* and, therefore, present the greatest opportunity for impact through responsible sourcing practices. Each material comes with its own challenges, spanning environmental, animal welfare and social considerations.



As a part of our commitment to driving positive change, Selfridges has been a member of Textile Exchange since 2021. Textile Exchange is a global non-profit driving beneficial impacts on climate and nature across the fashion, textile, and apparel industry. Textile Exchange members come together to create a more sustainable and responsible fibre and materials industry and access learning opportunities, tools, relevant data, insight reports, industry networks, and more.

To learn more, visit [Textileexchange.org](https://Textileexchange.org).



## MATERIAL GLOSSARY

Below is the overview of our focus materials, their sustainability considerations and challenges they pose:

Material & definition	Global Fibre Production****	Challenges
<p><b>Cotton</b> Is a natural, soft fibre that grows around the seeds of the cotton plant. It is the second most widely used fibre globally due to its softness, breathability, and versatility, making it suitable for everything from casual wear to high-end fashion.</p>	<p>20% 24.4 million tonnes</p>	<p>Conventional cotton production is resource-intensive, often requiring significant water and pesticide use. It also poses challenges related to soil degradation and can have adverse impacts on the communities involved in its farming. Cotton options, such as organic, regenerative, cotton in-conversion and recycled aim to reduce these impacts.</p>
<p><b>Down</b> Is the soft layer of feathers found underneath the tougher exterior feathers of birds, typically ducks or geese. Known for its excellent insulation properties, it's often used in outerwear, bedding, and high-performance gear.</p>	<p>0.63 million tonnes</p>	<p>The primary concern with down is animal welfare. Down certification aims to ensure that down is sourced in line with the five fundamental freedoms proposed by the UK Animal Welfare Council***and is free of live plucking or force-feeding.</p>
<p><b>Leather</b> Is a durable material created through the tanning of animal hides, primarily from cows, and used in clothing, accessories, and furniture. Its natural look and long lifespan make it highly desirable.</p>	<p>13.4 million tonnes</p>	<p>Leather production raises animal welfare and environmental concerns including water pollution from tanning processes and greenhouse gas emissions from livestock. Leather certifications aim to address some environmental concerns in the production process by reducing pollution and waste in leather tanneries.</p>
<p><b>Man-made cellulosic fibres (MMCFs)</b> Including viscose and modal, are semi-synthetic fibres derived from cellulose, typically sourced from wood pulp. They are soft, absorbent, often used as alternatives to cotton or silk.</p>	<p>6% 7.9 million tonnes</p>	<p>Production of MMCFs can lead to deforestation and habitat destruction if wood sourcing isn't regulated. Certified sources help ensure responsible forestry practices and often utilise closed-loop processes that recycle water and chemicals.</p>
<p><b>Nylon</b> Is another synthetic fibre derived from petroleum, initially developed as a substitute for silk and known for its elasticity and strength. It's often used in products requiring durability, like hosiery, swimwear, and outdoor gear.</p>	<p>5% 6.7 million tonnes</p>	<p>Like polyester, nylon is derived from petrochemicals its production generates nitrous oxide, a potent greenhouse gas. Efforts to create recycled nylon, often sourced from pre- and post-consumer waste, aim to address some of these environmental concerns.</p>
<p><b>Polyester</b> Is a synthetic fibre derived from petroleum, known for its durability, strength, and wrinkle resistance. It accounts for over 50% of global fibre production and is widely used in fashion, activewear, and home textiles.</p>	<p>57% 71 million tonnes</p>	<p>The production of polyester is energy-intensive and relies on fossil fuels. Additionally, polyester sheds microplastics during washing, which can pollute oceans and harm marine life. Recycled polyester, often made from post-consumer plastic bottles, is increasingly used to reduce reliance on virgin petroleum and mitigate some of these environmental issues.</p>
<p><b>Wool</b> Is a natural fibre obtained from the fleece of sheep and other animals like alpacas, cashmere, and mohair goats. It's valued for its warmth, durability, and natural moisture-wicking properties, making it ideal for cold-weather clothing.</p>	<p>Wool - 1 million tonnes - 0.9% Mohair - 4,570 tonnes - 0.004% Alpaca - 6,200 tonnes - 0.005% Cashmere - 25,661 tonnes - 0.02%</p>	<p>Wool production raises issues related to animal welfare and the impacts of intensive grazing on land. Wool certifications aim to address these concerns by promoting animal welfare standards and land management practices.</p>

\*\*\*Five Fundamental Freedoms: Animals must have: 1. Freedom from hunger and thirst by ready access to fresh water and an appropriate diet to maintain full health and vigour. 2. Freedom from discomfort by providing an appropriate environment including shelter and a comfortable resting area. 3. Freedom from pain, injury or disease by prevention or rapid diagnosis and treatment. 4. Freedom to express normal behaviour by providing sufficient space, proper facilities, and company of the animal's own kind. 5. Freedom from fear and distress by ensuring conditions and treatment which avoid physical or mental suffering.

\*\*\*\*Textile Exchange Materials Market Report 2024

## CRITERIA GLOSSARY

Below are descriptions of the third-party certifications we currently recognise when verifying material claims. Read on to learn more about their focus and how they help ensure materials are sourced more responsibly.

### **Cotton made in Africa® (CmiA) and Cotton made in Africa Organic (CmiA Organic)**

are internationally recognised standards for sustainable cotton. They were created by the Aid by Trade Foundation (AbTF) to make a tangible contribution to environmental protection and better working conditions for small-scale farmers and employees at cotton ginning factories in Africa. Compliance with the standard requirements is regularly monitored by third-party verifiers to give independent feedback to cotton companies on their performance and to ensure CmiA remains a credible standard that brands and retailers, and ultimately consumers can have confidence in.

Find out more:



### **Downpass Standard**

The Downpass zero-tolerance standard combines animal welfare and product quality. Animal husbandry and supply chain integrity are monitored through on-site visits and documentation checks. Downpass forbids down and feather obtained from force feeding or live plucking. Each individual Downpass label allows traceability of the raw material back to the rearing area. Product quality is checked by mystery purchasing and independent laboratory testing.

Find out more:



### **ECONYL®**

yarn is a 100% regenerated nylon fibre made from waste, like fishing nets, carpet flooring, fabric scraps and industrial plastic.

Beyond reducing plastic pollution, ECONYL® regenerated nylon helps to reduce environmental impact associated with traditional oil-based

nylon production. For every 10,000 tonnes of ECONYL® raw material produced, approximately 70,000 barrels of crude oil are saved. It is also GRS certified, ensuring the traceability of the material.

Find out more:



### **Fairtrade Cotton**

is a sustainability label certifying that the cotton in a garment has been sourced on fairer terms and meets the social, economic and environmental standards set by Fairtrade International. It means cotton producers get a better deal, including the Fairtrade Minimum Price, which acts as a safety net, and the Fairtrade Premium, an extra sum of money which can be invested by farmers in areas such as improvements to farming practises and community initiatives of their choice – for a better future.

Find out more:



### **Global Recycled Standard (GRS) & Recycled Claim Standard (RCS)**

verify recycled material and tracks it from the recycler to the final product

Find out more:



## CRITERIA GLOSSARY

### Leather Working Group (LWG)

The Leather Working Group (LWG) Audit Standard is a globally recognised certification designed to promote environmentally and socially responsible practices in leather manufacturing. It provides a comprehensive evaluation of a tannery's ability to measure, manage, and report the impacts of its operations.

Divided into 17 sections including, water and energy use, environmental management, and chemical and waste management, the LWG Audit Standard is subject to ongoing review to drive continuous improvement in the leather industry.

Find out more:



### NATIVA™

A brand of Chargeurs Group, NATIVA™ brings nature-focused solutions to final brands and supply chain partners, starting with 100% traceable wool, backed by Blockchain technology. Through the NATIVA™ Protocol, it guarantees high standards on animal welfare, land management/ environmental practices and CSR, making its protocol the most demanding one. The wool is double-certified RWS + NATIVA™. NATIVA™ guarantees full farm to brand transparency.

Find out more:



### Organic Content Standard 100 (OCS)

verifies organically grown material and tracks it from source to final product. Organic cotton is produced and certified to organic agricultural standards, which require practices to sustain ecosystems.

Find out more:



### Re:Down ®

recycles down and feathers extracted from post-consumer goods so that they can be re-used as filling material in apparel, duvet, pillows.

Find out more:



### Regenagri®

is a global regenerative agriculture program aimed at securing the health of the land and the wealth of those who live on it. The regenagri standards cover the full supply chain (from farms to finished products) and are used to verify practices and impact. Regenagri certification means that materials are produced through regenerative farming practices that improve soil health, enhance biodiversity, reduce GHG emissions and improve the livelihoods of farming communities. The regenagri certification confirms validity of claims and assures traceability of products back to the farms.

Find out more:



### Responsible Alpaca Standard (RAS)

describes and (independently) certifies animal welfare and land management practices in alpaca fibre production and tracks the certified material from farm to final product.

Find out more:



### Responsible Down Standard (RDS)

describes and (independently) certifies animal welfare practices in down and feather production and tracks the certified down and feathers from farm to final product.

Find out more:



## CRITERIA GLOSSARY

### Responsible Mohair Standard (RMS)

requires animal welfare and (responsible) land management practices to be in place at the goat farm.

Find out more:



### Responsible Wool Standard (RWS)

verifies wool fibre animal welfare and land management requirements and tracks it from farm to final product.

Find out more:



**LENZEL™ Lyocell** fibres produced with **REFIBRA™** technology use textile waste as a raw material, in addition to wood. The fibres contain a minimum of 30% recycled material.

Find out more:



### TENCEL™ Lyocell and Modal & LENZING™ ECOVERO™

fibres are made from wood, a natural and renewable raw material carefully sourced from responsibly managed forests. The wood taken from nature is purposefully balanced with forest growth rates, to ensure the continued availability of this valuable resource.

Find out more:



### The Good Cashmere Standard® (GCS)

is a standard for sustainable cashmere that was launched by the Aid by Trade Foundation (AbTF) in 2019 to improve the welfare of cashmere goats, achieve better working conditions for herders, and protect nature. Developed in close collaboration with experts in environmental and animal protection, it is independently audited on a regular basis.

Find out more:



### Thermore®

is a company specialising in production of thermal insulation using recycled fibres from post-consumer PET bottles. Most of their product range includes fully or partially recycled materials. Thermore products are PeTA Vegan approved, REACH compliant, and most of them are certified by Bluesign®, GRS and OEKO-TEX® Standard 100 (applicable to Far East production only), ensuring safe production, respect for workers' rights, and traceable recycled content.

Find out more:



### ZQ™ Wool

The ZQ Standard is the world's first ethical standard for wool, developed by The New Zealand Merino Company in 2007. Wool certified to the ZQ Standard meets strict standards of animal welfare, environmental sustainability, fibre quality, traceability and social responsibility. ZQ wool is third party accredited by Control Union.

Find out more:



