



Eligibility Criteria 2022

Fashion (Textiles & Accessories), Beauty, Home and Food

SELFRIDGES&C^o

Introducing the Project Earth Edit

At Selfridges, we know there's more to be done to ensure sustainability is at the heart of how we buy, but we must also acknowledge that there is no such thing as a truly sustainable product. Every product has some form of impact across its lifecycle – be that at the raw material and ingredient stage, or production, use and disposal stage. However, through our Project Earth labels we have curated a space for our customers to shop with greater ease and make more informed sustainability choices. Each Project Earth-labelled product has to meet our strict criteria, which is in line with our 2025 Material Commitments.

Selfridges takes guidance from third-party, globally recognised certifications (such as those developed by Textile Exchange) to ensure the credibility and integrity of any sustainability claim. We also recognise this isn't always possible, and so where the criteria doesn't directly relate to a third-party, we have developed an in-depth assessment and evidence requirement process.

The Labels

The Project Earth labels highlight eligible products on Selfridges.com. For ease, we split out circular business models under RESELEFRIDGES and products that contain more responsible materials or production processes under PROJECT EARTH.



Due Diligence Process



Brand Level Assessment

The brand completes a mandatory self-assessment questionnaire. This is a brand level assessment covering areas such as ethical trade and internal processes.



Product Level Assessment

The brand completes a product identification form where they confirm which products meet our eligibility criteria.



Review

Our Product Sustainability Team reviews the product identification form and assesses each product against the selected eligibility criteria. Here, they also request robust, up-to-date evidence – where required – to help substantiate claims. For example, if a brand uses certified organic cotton then we request a copy of the certificate.



Approval

Once a brand has completed the self-assessment questionnaire and the product has been approved, we highlight it through our online Project Earth edit and in store with Project Earth signage.

Products



Our **For Nature** label includes products made using at least 50% environmentally certified materials and ingredients, and products made with processes that reduce pollution and waste.



Our **For Communities** label includes brands that are committed to local manufacturing and products created with fair trade principles at the heart of the production process, promoting fair working conditions, pay and more.



Our **For Animals** label includes cruelty-free formulas, animal-derived fibres and materials from certified, more responsible sources.



Our **For Vegans** label includes brands that avoid all animal-derived ingredients, those working with plant-based alternatives, and products certified by The Vegan Society.

RESEFRIDGES



Our **RESEFRIDGES** label includes products that are pre-loved and made using at least 50% upcycled garments.



Our **Rental** edit lets you rent your favourite styles curated from our leading designers and brands. You can also browse the boutique in Selfridges London.



Our **Refillables** label includes products that can either be refilled in store, or purchased to refill your existing products.



Repair your loved pieces at Selfridges with one of our repair experts. We repair shoes, accessories, jewellery, eyewear, replace watch batteries and much more! Customers can book a virtual consultation or in-store appointment.



Our **Reusables** label includes products that are helping to close the loop on waste and encourage reuse.

Project Earth for Nature

Category	Eligibility Criteria - Fashion (Textiles & Accessories), Beauty, Home and Food (At least 50% of each product must meet one of the following criteria)
Materials	Recycled content (Global Recycled Standard, Recycled 100 Claim Standard and Recycled Blended Claim Standard)
	Econyl
	Repreve
	Upcycled deadstock material (defined as overproduced/unwanted material during initial use)
	Global Organic Textiles Standard (GOTS)
	Organic Content Standard 100 (OCS 100)
	Fairtrade certified
	Cotton Made in Africa (CMiA) or Cotton Made in Africa Organic certified
	Better Cotton Initiative (BCI)
	myBMP certified accredited growers
	Regenerative Organic Certified™
	Forest Stewardship Council (FSC) fibre - FSC 100%, FSC Mix or FSC Recycled
	Waste or by-product sources of cellulose (preferred certification - FSC Recycled)
	TENCEL™
	TENCEL™ x REFIBRA™
	Lenzing Ecovero™
Leather Working Group (LWG) audited tanneries	
Ingredients (Food and Beauty)	All products sold by the brand contain no ingredients or derivatives of palm oil
	RSPO-certified (under the 'Identity Preserved' or 'Segregated' supply chain system)
	COSMOS Organic certified
	COSMOS Natural certified
	Organic (UK or EU standards)
	Demeter standard
	BASF EcoSun Pass
Production Methods and Processes	Product is made using dyeing and/or finishing techniques which substantially reduce water footprint
	bluesign® approved fabric
	OEKO-TEX MADE IN GREEN Standard
Other	Cradle2Cradle standard
Packaging (Home only)	100% recycled plastic and is kerbside recyclable (excluding springs, caps and lids)

Project Earth for Vegans

Category	Eligibility Criteria - Fashion (Textiles & Accessories), Beauty, Home and Food (At least 50% of each product must meet one of the following criteria)
Materials	Product must be Vegan Society approved
	Brand must have a publicly available statement online stating the complete brand is vegan
	Must be a fashion product traditionally made using animal-derived materials or ingredients, where the animal-derived component has been replaced with a non-animal derived alternative ensuring the product contains no animal-derived components (this includes but is not limited to animal-derived; materials, adhesives, and chemical ingredients used in the manufacturing such as dyes, pigments or inks) and must not be fossil fuel-derived alternatives
Ingredients (Food and Beauty)	Ingredients, manufacture and/or development of all products sold by the brand must not involve, or have involved, the use of any animal product, by-product or derivative
	Product must be Vegan Society approved
	Brand must have a publicly available statement online stating the complete brand is vegan

Project Earth for Animals

Category	Eligibility Criteria - Fashion (Textiles & Accessories), Beauty, Home and Food (At least 50% of each product must meet one of the following criteria)
Materials	Responsible Wool Standard (RWS) certified
	Responsible Mohair Standard (RMS) certified
	Global Organic Textiles Standard (GOTS) certified
	Good Cashmere Standard (GCS) certified
	Sustainable Fibre Alliance (SFA) certified producer to Silver or Gold
	Merino Fibre (ZQ) certified grower (farm)
	Responsible Down Standard (RDS) certified
	Global Traceable Down Standard (Global TDS) certified
Ingredients (Food and Beauty)	Leaping Bunny standard

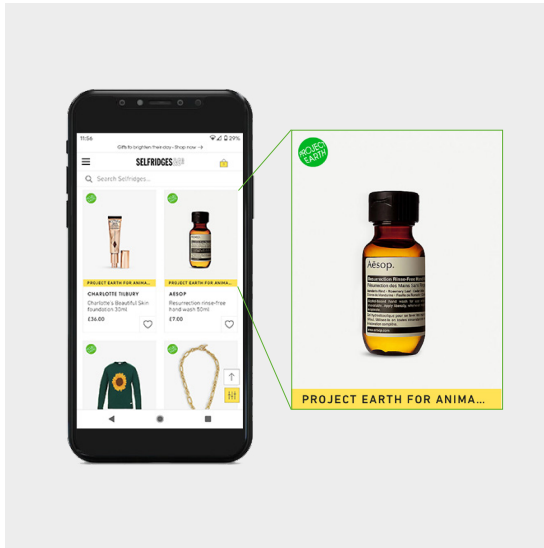
Project Earth for Communities

Category	Eligibility Criteria - Fashion (Textiles & Accessories), Beauty, Home and Food (At least 50% of each product must meet one of the following criteria)
Materials	Fairtrade International – Gold Standard certified supplier
	Fairmined certified supplier
	IRMA 100 certified supplier
	Responsible Jewellery Council Chain of Custody (RJC CoC) certified supplier
Production Methods and Processes	Product is made by a brand that manufactures at least 90% of their finished products in the same country as where the brand is head quartered, helping to preserve a local craft and/or support employment and education opportunities
Ingredients	Fairtrade
	Rainforest Alliance/UTZ
	Direct sourcing or single-origin supply chain
	Brand has an internal global traceability programme that is third-party verified
Other	Product is made by a brand that operates as a social enterprise
	Guaranteed Fair Trade Organisation (GFTO) standard
	Nest Seal of Ethical Handicraft
	Fair Wear Foundation - Leader Status

Reselfridges

Category	Eligibility Criteria - Fashion (Textiles & Accessories), Beauty, Home and Food (At least 50% of each product must meet one of the following criteria)
Reselfridges	Product is made using upcycled pre-loved (defined as pre-owned) or archive garments (defined as 5 seasons old or more)
	Product is from an archive collection (defined as 5 seasons old or more)
	Product is pre-loved (defined as pre-owned)
	Product is unworn vintage (defined as 20 years old or more)
Rental	Product is available to rent
Refillable (Home only)	Product comes in refillable packaging
	Product is the refillable counterpart to a product that is designed to be refilled
Reuseable (Home only)	Product is reusable and reduces/removes the need for a single use product

How to Find Project Earth Products



Online

Our Selfridges.com Project Earth Edit is a good place to start, or look out for the Project Earth icon on our product listings.

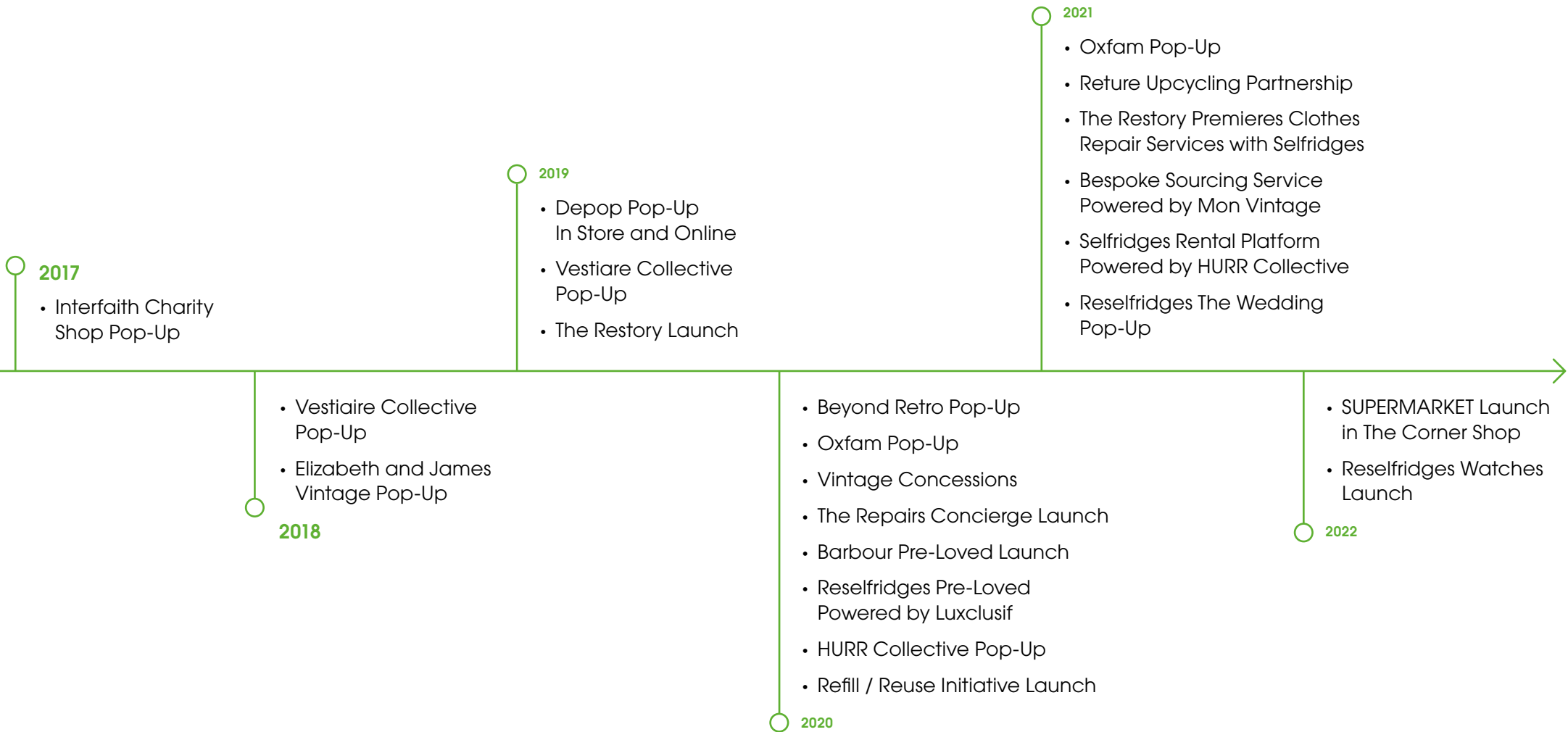
[Shop the Project Earth Edit](#)



In Store

Look out for the green signage in our stores, or speak to one of our team members for more information and signposting. You'll find a QR code on each of the ticketing devices which you can scan to be directed straight to this page.

Project Earth Highlights



Project Earth Highlights



RESELRIDGES

RESELRIDGES: The Wedding

Across five weeks RESELRIDGES The Wedding took over The Corner Shop offering one-of-a-kind pre-loved and vintage wedding outfits and accessories including rings and upcycled suits for grooms.



PROJECT EARTH FOR COMMUNITIES

A South London Makers Market

Covering five days, this pop-up featured 16 of London's most exciting local brands with a focus on luxurious handmade products and traditional crafts, perfect for Christmas gifting. The Accessories Hall was transformed into a marketplace and all items were produced in London.



PROJECT EARTH FOR NATURE

Parley for the Oceans at The Corner Shop

Parley for the Oceans took centre stage with a 2.3m tall robot first showcased at the world stage of COP26. Using 3D printing, this transformed ocean waste into new pieces including exclusive Clean Waves sunglasses. Explore more [here](#).



PROJECT EARTH FOR NATURE

GANNI 'Let's Go Outside'

This 30 piece capsule inspired by the great outdoors featured a range of limited edition RTW and accessories made using certified recycled and organic material. This formed part of Selfridges' Great Outdoors scheme, and the capsule was showcased during a takeover of our Oxford Street central Atrium.



To find out more please contact
projectearth@selfridges.co.uk

[Selfridges Project Earth Hub](#)

[Discover Selfridges Commitments and Sustainability Report](#)