



## **ABOUT YOU, YOOX NET-A-PORTER AND ZALANDO JOIN FORCES TO LAUNCH NEW CLIMATE ACTION INITIATIVE FOR FASHION BRANDS**

*In a unique industry collaboration, the three online retailers are launching a bespoke learning platform to support their brand partners in setting climate targets aligned with science.*

**LONDON, UK / BERLIN & HAMBURG, GERMANY (20 JULY 2022)** – ABOUT YOU, YOOX NET-A-PORTER and ZALANDO are teaming up and taking action with a shared aim to reduce carbon emissions within their value chains and across the fashion industry. The three online retailers are launching an online learning platform to support their brand partners in setting climate targets aligned with science, to reduce their greenhouse gas emissions. The work forms a critical part of the three retailers' own respective climate journeys, with each having already set ambitious reduction targets themselves through the Science Based Targets initiative (SBTi).

The customised programme will be available to ABOUT YOU, YOOX NET-A-PORTER and ZALANDO brand partners at no cost and is designed to explain the value and process behind setting climate targets. It will provide step-by-step learning on how to unlock the journey of measuring emissions, set ambitious targets that align with climate science, and submit them for approval to the [Science Based Targets initiative](#). It will also provide a dedicated space for fashion brands to engage with one another and with sustainability experts.

While each of the three online retailers are committed to reducing their own direct emissions significantly, between 70% to 90% of the fashion footprint comes from upstream supply chain activities, such as material production, preparation, and processing. The initiative therefore serves two main goals: to scale climate action across the industry for a broader impact and systems transformation, whilst also contributing to reduction of the three online retailers' own value chain (Scope 3) emissions.

Amid calls for industry players to take an ambitious position on climate action, science-based targets validated by the SBTi are internationally recognised and provide companies with clearly defined pathways to reduce their carbon emissions while future-proofing growth, adapting to a changing regulatory landscape, boosting investor confidence, and spurring innovation.

*“We see an industry-changing momentum in aligning greenhouse gas emission reduction pathways with science. More than 1,500 companies had their targets approved by the SBTi as of July 2022. We have set*

*science-based targets approved by the SBTi and are benefitting from our efforts now. 46.6% of our partners on greenhouse gas emissions had their targets approved by February 2022. We invite the remaining business partners to do the same.”, stated Hannes Wiese, co-founder and co-CEO at ABOUT YOU.*

*“Our commitment to climate action can only be realised through innovative partnership. This next step prioritises investing in brand partners at different stages in their climate journeys, supporting them to set their science-based targets. By collaborating with ABOUT YOU and ZALANDO, together we can drive a more consistent approach in our efforts towards reducing the emissions of luxury and fashion,” said Geoffroy Lefebvre, CEO at YOOX NET-A-PORTER.*

*“Decarbonizing supply chains in partnership with suppliers, brands, logistics, packaging partners and now also our competitors is a powerful lever for driving meaningful change in the fashion industry. We aim for 90% of our partners (by emissions) to set science-based targets by 2025, and the new learning platform is a key initiative towards realising this ambitious goal.”, says David Schneider, Co-CEO at Zalando.*

The initiative, which is antitrust-compliant and run in collaboration with Quantis, a leading environmental sustainability consultancy with climate expertise, will be launched as a pilot with selected brand partners in Autumn 2022. In 2023, it will become available to all eligible brand partners. Looking forward, the three online retailers see potential for the platform to become an industry-wide initiative open to all interested fashion brands and retailers committed to ambitious climate action and creating a more sustainable future for fashion.

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**Note to Editors:** The learning platform is part of an industry-led, antitrust-compliant initiative created by ABOUT YOU, YOOX NET-A-PORTER and ZALANDO. While it is not sponsored by the Science Based Targets initiative (SBTi), the content is fully aligned with the latest SBTi guidance and criteria. The learning journey is curated by Quantis, a leading environmental sustainability consultancy that has guided over 60 companies along their science-based targets calculation journey.

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## **ABOUT ABOUT YOU**

ABOUT YOU digitises the classic shopping stroll by creating an inspiring and personalised shopping experience on the smartphone. At ABOUT YOU, the focus is on the customers, who are supported in expressing themselves individually through fashion. On the website [aboutyou.com](https://www.aboutyou.com) and the multi-award

winning ABOUT YOU app, customers find versatile inspiration and more than 500,000 items from over 3,500 brands. With more than 45 million unique active users per month, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. It is currently active in 26 European markets. With SCAYLE, the fashion tech company also offers its own e-commerce infrastructure as a licensed product. The shares of ABOUT YOU are listed on the Frankfurt Stock Exchange and were admitted to the SDAX® index in September 2021.

## **ABOUT YOOX NET-A-PORTER**

YOOX NET-A-PORTER is a leading online luxury and fashion retail business. Made up of four multi-brand online stores, NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, it connects customers to the world's most coveted brands, bringing them outstanding style and impeccable service. In addition, YOOX NET-A-PORTER's Online Flagship Stores partner with world leading luxury brands to power their own e-commerce destinations.

With 5.3 million customers in 180 countries, YOOX NET-A-PORTER takes a localised approach to serving its clientele around the globe through its network of offices and operations across the U.S., Europe, APAC and joint ventures with Alibaba in China and Symphony Investments in the Middle East.

Across its operations is YOOX NET A PORTER's Infinity 2030 strategy, its long-term commitment to drive a more sustainable and circular fashion system. Leveraging more than 20 years of data and insights, YOOX NET-A-PORTER continues to embrace next generation technologies including A.I., augmented reality and digital ID to evolve and elevate the customer journey.

YOOX NET-A-PORTER is part of Richemont. Geoffroy Lefebvre is the CEO.  
For more information about YOOX NET-A-PORTER visit [www.ynap.com](http://www.ynap.com)

## **ABOUT ZALANDO**

Zalando (<https://corporate.zalando.com>) is a leading European online platform for fashion and lifestyle. Founded in Berlin in 2008, we bring head-to-toe fashion to almost 49 million active customers in 25 markets, offering clothing, footwear, accessories, and beauty. The assortment of international brands ranges from world famous names to local labels. Our platform is a one-stop fashion destination for inspiration, innovation, and interaction. As Europe's most fashionable tech company, we work hard to find digital solutions for every aspect of the fashion journey: for our customers, partners and every valuable player in the Zalando story. Our vision is to be the Starting Point for Fashion and a sustainable platform with a net-positive impact for people and the planet.

## **ABOUT QUANTIS**

Quantis is a global sustainability consultancy pioneering approaches to solve critical environmental challenges. The group partners with leading consumer goods and financial services organizations who are

serious about reducing their environmental impacts to future-proof their businesses and prosper in a new planetary economy. Quantis' unique approach combines deep environmental expertise, strategic business knowledge, and enterprise transformation skills to help organizations shape policies, practices and business models that align with the planet's capacity while building resilience, unlocking innovation, and optimizing performance.

With offices in the US, France, Switzerland, Germany and Italy and clients around the world, Quantis is a key partner in inspiring sustainable change on a global scale.

Discover Quantis at [www.quantis.com](http://www.quantis.com)