

# FASHION CLIMATE EDUCATION INITIATIVE CO-FOUNDED BY ABOUT YOU GROUP, YOOX NET-A-PORTER AND ZALANDO EXPANDS TO WELCOME ASOS, BOOZT, SELFRIDGES GROUP AND CASCALE

*The FASHION LEAP FOR CLIMATE initiative is aiming to scale its impact and accelerate the adoption of science-based climate targets across the fashion industry.*

**London, UK & Berlin/Hamburg, Germany, 16 December 2024** // Leading fashion and beauty retailers, ASOS, BOOZT and Selfridges Group, join FASHION LEAP FOR CLIMATE as new members, extending the climate education programme's invitation to hundreds of fashion brands within its combined portfolio. Cascale, a non-profit global alliance, also joins as a strategic partner, offering the programme to select members of its global apparel and consumer goods network.

FASHION LEAP FOR CLIMATE, launched in 2022 by ABOUT YOU Group, YOOX NET-A-PORTER and Zalando, is designed to elevate the fashion industry's response to the inherent climate challenges it faces. It supports fashion brands to learn how to measure their own carbon footprints and set targets in line with climate science. Scaling the initiative to additional members marks an important milestone in fostering a supportive environment to address the industry's urgent need for climate action.

With ASOS, BOOZT and Selfridges Group on board, around 100 of their brand partners will now gain access to FASHION LEAP FOR CLIMATE's full educational programme, industry insights, and opportunities to collaborate with other leading names in the sector. As a strategic partner, Cascale brings 25 new participants from its network into the programme and adds value by leveraging its community of over 300 brands, retailers and manufacturers to raise awareness and drive collective action to reduce environmental impact.

*"As a multi-brand retailer, industry collaboration has been central to our Fashion with Integrity strategy for many years, helping us learn from the best of the industry and support developing brands as they start their sustainability journey. We're excited to join the FASHION LEAP FOR CLIMATE programme to strengthen our existing approach to engaging with partner brands and support them in accelerating decarbonisation of their products and supply chains."* – **Jodie Leek, Head of ESG for Partner Brands - ASOS**

*"We're on a mission to reinvent retail and create a sustainable future for the planet and people. Joining FASHION LEAP FOR CLIMATE allows us to engage and support our valued brand partners in practical, meaningful ways to decarbonise fashion. There's much to do; we can't wait to get started."* – **Christian Toennesen, Group Sustainability Director - Selfridges Group**

*"As the Nordic online department store, our brand partners are key to the business's success and engaging with them is core to Boozt's Care-For strategy. We are thrilled to be joining FASHION LEAP FOR CLIMATE to further support our partners in taking concrete actions towards decarbonization aligned with the latest climate science."* – **Gloria Tramontana, Head of Sustainability and ESG - Boozt Group**

## **Empowering climate action in the fashion industry**

FASHION LEAP FOR CLIMATE's co-founders believe that fashion retailers have a vital role in driving industry transformation by setting more sustainable standards and empowering brands, partners, and suppliers to accelerate their climate initiatives. Since 2022, over 85% of the brand partners that have taken part reported an

increase in their understanding of climate issues and science-based targets to reduce Scope 3 emissions, after completing the learning programme.

Curated by sustainability consultancy Quantis, a BCG company, FASHION LEAP FOR CLIMATE builds participants' understanding of the fashion industry's role in addressing global climate challenges through a free-of-cost, immersive 8-week education programme. The initiative also provides step by step guidance on how to measure corporate carbon footprints and submit science-based targets to the Science Based Targets initiative (SBTi). In addition to the core programme, brand partners can benefit from access to sustainability experts and tools to collaborate with industry, while wider suppliers are upskilled on the fashion retail value chain and retailers are supported to meet their partner engagement targets.

ABOUT YOU Group, ASOS, BOOZT, YOOX NET-A-PORTER, Selfridges Group and Zalando brand partners interested in learning how to measure greenhouse gas emissions, set targets that are aligned with climate science and submit them to the Science-Based Targets Initiative (SBTi), as well as retailers interested in accelerating the adoption of science-based targets among their brand partners, are invited to get in touch: [info@fashionleapforclimate.com](mailto:info@fashionleapforclimate.com).

For further information on the FASHION LEAP FOR CLIMATE, visit: <https://fashionleapforclimate.com>

For media enquiries, please contact:

- ABOUT YOU Group: [press@aboutyou.com](mailto:press@aboutyou.com)
- YOOX NET-A-PORTER: [press@ynap.com](mailto:press@ynap.com)
- Zalando: [presse@zalando.de](mailto:presse@zalando.de)

## About ASOS

ASOS is a destination for fashion-loving 20-somethings around the world, with a purpose to give its customers the confidence to be whoever they want to be. Through its app and mobile/desktop web experience, available in nine languages and in over 200 markets, ASOS customers can shop a curated edit of nearly 50,000 products, sourced from over 600 global and local third-party brands alongside a mix of fashion-led own brand labels - including ASOS DESIGN, ASOS EDITION, ASOS 4505, COLLUSION, Reclaimed Vintage, Topshop, Topman, and Miss Selfridge. ASOS aims to give all its customers a truly frictionless experience, with an ever-greater number of different payment methods and hundreds of local deliveries and return options, dispatched from state-of-the-art fulfilment centres in the UK, US, and Germany.

## About BOOZT

Boozt is a Nordic online department store offering a curated selection of Fashion, Kids, Sport, Home, and Beauty products through Boozt.com and Booztlet.com. With a dedicated, diverse team of over 1,200 employees, Boozt is redefining the online shopping experience, blending outstanding customer service with a commitment to responsible e-commerce practices. Through its own-built, tailored infrastructure, Boozt strives to become the leading e-commerce company in the Nordics, delivering relevant, contemporary products for diverse lifestyles.

## About Selfridges Group

Selfridges Group is a collection of international department stores that exist to imagine and create a sustainable future for their people and customers. With 18 stores worldwide across 4 brands, Selfridges Group includes Selfridges in the UK, Arnotts and Brown Thomas in Ireland, and de Bijenkorf in the Netherlands. Each brand has a distinct history and story, united by the creativity and innovation that has made Selfridges Group a world leader in experiential retail. The Group combines a unique and engaging customer experience in iconic stores with a scaled digital offer with global reach.

## About Cascale

Cascale is the global nonprofit alliance empowering collaboration to drive equitable and restorative business practices in the consumer goods industry. Formerly known as the Sustainable Apparel Coalition, Cascale owns and develops the Higg Index, which is exclusively available on Worldly, the most comprehensive sustainability data insights platform. Cascale unites over 300 retailers, brands, manufacturers, governments, academics, and NGO/nonprofit affiliates around the globe through one singular vision: To catalyze impact at scale and give back more than we take to the planet and its people.

### **About ABOUT YOU Group**

The ABOUT YOU Group is an internationally operating e-commerce group, divided into two strategic business units: The online fashion store ABOUT YOU forms the Group's business-to-consumer business. With over 12 million active customers, ABOUT YOU is one of the largest online retailers for fashion and lifestyle in Europe and the leading provider of a personalized shopping experience on smartphones. In the award-winning ABOUT YOU app and on aboutyou.com, customers can find inspiration and a range of more than 700,000 items from around 4,000 brands. The Group's business-to-business operations are largely handled by SCAYLE GmbH. SCAYLE offers a modern, cloud-based enterprise store system that enables brands and retailers to scale their digital businesses quickly and flexibly, and adapt to growing customer needs. Over 200 online stores choose SCAYLE's Commerce technology as a license model, including leading brands and retailers such as Manchester United, Deichmann, s.Oliver, Fielmann, and FC Bayern.

For further information, please visit: [corporate.aboutyou.de/en](https://corporate.aboutyou.de/en).

### **About YOOX NET-A-PORTER**

YOOX NET-A-PORTER is home to the world's leading online luxury, fashion and style destinations, NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, with over 20 years' experience in transforming the way the world shops.

Its four multi-brand online stores showcase a curation of designer products from the world's most coveted brands. YOOX NET-A-PORTER has built a reputation for delivering an exceptional service and online experience for its customers and brand partners. With 5.3 million customers in over 170 countries, it takes a localised approach with operations across the US, Europe and APAC, as well as a joint venture with Symphony Investments in the Middle East. Its Online Flagship Stores division partners with luxury brands to power their e-commerce.

Its sustainability strategy, Infinity, was established to help build a more sustainable, circular and inclusive future for luxury fashion. YOOX NET-A-PORTER is part of Richemont, whose unique portfolio of leading international maisons are recognised for their distinctive heritage, craftsmanship and creativity.

### **About Zalando**

Founded in Berlin in 2008, Zalando is building the leading pan-European ecosystem for fashion and lifestyle e-commerce around two growth vectors: Business-to-Consumer (B2C) and Business-to-Business (B2B). In B2C, we offer an inspiring and quality multi-brand shopping experience for fashion and lifestyle products to about 50 million active customers in 25 markets. In B2B, we are using our logistic infrastructure, software and service capabilities to help brands and retailers run and scale their entire e-commerce business, on or off Zalando. As an ecosystem, Zalando aims to enable positive change for the fashion and lifestyle industry.