

NET-A-PORTER

NET-A-PORTER EXPANDS ITS NET SUSTAIN EDIT THROUGH AN ENHANCED CUSTOMER JOURNEY

AUGUST 5, 2021 – NET-A-PORTER expands its NET SUSTAIN edit of consciously crafted fashion and beauty products through a newly considered customer journey. To make sustainable luxury and fashion more visible and easier to navigate, NET-A-PORTER customers are presented with a dynamic shopping experience that includes the introduction of post-purchase solutions such as Digital ID technology, designed to shift consumer mindsets and encourage informed choices.

The extension of NET SUSTAIN marks a new step in a long-term commitment to creating opportunities that contribute to a more circular and sustainable fashion system, in line with YOOX NET-A-PORTER GROUP's 2030 sustainability strategy, Infinity.

Conscious buying

The number of brands within the NET SUSTAIN edit has steadily increased by nearly 500 percent since launch, rising from 26 in 2019 to 153 as of July 2021 – 51 of which are beauty. As part of NET SUSTAIN's continued expansion, this season NET-A-PORTER has introduced new fashion brands that keep sustainability at the heart of their collections, including Caes, Sindiso Khumalo, Deiji Studios, Joslin, Aysse, Ioannes and Rivet Utility, and welcomes more of its cult beauty brands, including Augustinus Bader, La Bouche Rouge, Lilah B., RMS Beauty and Chantecaille into its more sustainably minded beauty roster, too.

In order to be eligible for inclusion within the NET SUSTAIN edit, every brand must go through a detailed assessment, which takes into account human, animal and environmental welfare. Furthermore, every item featured within the NET SUSTAIN edit has to meet one or more of nine key attributes, ranging from considered materials, ingredients and processes to reducing waste, as well as aligning with internationally recognized best practices in the fashion and beauty industries.

Designed for Circularity

As part of NET-A-PORTER's commitment to accelerating circularity, this season sees the introduction of NET SUSTAIN's ninth attribute, "Designed for Circularity", which champions brands that help facilitate a shift in behavior away from throwaway culture by focusing on solutions that promote product longevity. These include offering repair and restoration services, take-back schemes and dedicated recycling programs, run independently from NET-A-PORTER. It also includes brands that use upcycling and remanufacturing techniques in the creation of their product. The standards and certifications considered under this attribute include Cradle to Cradle Certified®.

Within this new attribute, NET-A-PORTER is committed to bringing its customers interesting collaborations in the sustainability space, celebrating the brands that are prioritizing circularity by keeping materials in use for longer. New to NET SUSTAIN, Conner Ives and Rave Review have both diligently created new collections by using reclaimed materials and vintage garments to spearhead a reduction of waste in the fashion industry.

Digital ID

NET-A-PORTER is also expanding its work in sustainability more broadly by piloting Digital ID, an enabler of post-purchase services. In partnership with EON, leading CircularID™ Protocol items are embedded with a unique ID that records the item's history as it moves across the life cycle, from provenance and design to resale and recycle – bringing transparency and intelligence to the industry. Customers can scan their item to access initial content and services, providing them with inspiration on ways to style the item, as well as care instructions on how they can treasure it for years to come. From August, this pilot program will be rolled out across selected Porte & Paire shoes, which are available in the NET SUSTAIN edit, with prices starting from £215. During the first phase of the pilot, customers will need to scan the NFC tag embedded in their shoes to be redirected to an immersive-story experience powered by StorifyMe, where they'll be able to discover the product's history, plus access additional NET-A-PORTER content and services, which will further expand throughout the pilot rollout. Through the introduction of Digital ID technology NET-A-PORTER is leveraging

innovation as a key differentiator that could keep materials in use for longer. This leading-edge technology will enable the Group to unlock future opportunities for circularity as part of its 2030 sustainability strategy, Infinity.

Considered journey

To promote product longevity and provide customers with recommendations of post-purchase solutions, NET-A-PORTER is also offering customers access to regional Care & Repair partners that can provide services such as wet-cleaning using responsible techniques, clothing alterations, tailoring, as well as restoration and repairs – all accessible through the NET SUSTAIN offering and to all customers globally. In order to help customers make more conscious choices and reduce their carbon footprint while shopping, they will now receive information on how they can choose more sustainable options at checkout too, which will help them to consider the impact of their orders. Advice will be broad ranging, from asking customers to be in for their delivery to reduce courier emissions and encouraging them to reuse and recycle an item's packaging, to showing them different styling options and wardrobe hacks that will make their purchases work harder. To complete the experience, customers will continue to have the choice to receive their purchases in NET-A-PORTER's signature or discreet boxes. Both are 100 percent recyclable and FSC certified, with the discreet box allowing customers to choose a solution that uses fewer materials overall and is therefore kinder to the environment. Additionally, beauty bags and ribbons are compostable, while cloth bags, suit covers and dust bags can be reused or recycled by waste-management companies. NET-A-PORTER encourages its customers to reuse and recycle their packaging wherever possible, and, as a brand, is continually exploring ways to make it easier for customers to be more conscious of their environmental impact.

“At NET-A-PORTER we buy mindfully across all our categories to focus on investment pieces that we know our customers can buy now and wear forever. Through the newly considered NET SUSTAIN customer journey and the steady expansion of our sustainable edit, we are taking care and consideration over how we can offer our customers the tools they need to create timeless wardrobes that can be treasured for many years to come. NET SUSTAIN is crucial to how we see our buy developing in the long term.”

Lea Cranfield, chief buying and merchandising officer – NET-A-PORTER, MR PORTER and THE OUTNET

EDITOR'S NOTES

NET-A-PORTER customer demand for sustainable choices:

*Feedback collected from more than 2,000 NET-A-PORTER customers in March 2021

- Customers' desire to shop more sustainably has increased, with sustainability playing a role in purchase decisions for four out of five NET-A-PORTER customers.
- NET-A-PORTER customers are very considered – especially Gen Z consumers, who want to know they are purchasing the right product, and in what ways each piece is sustainable.
- The pillars most important to all NET-A-PORTER customers include Considered Materials, Considered Ingredients, Reducing Waste, Craft and Community, and Animal Welfare.
- NET-A-PORTER customers are highly conscious about the importance of buying more sustainably. Long-lasting quality, versatility and craftsmanship are considered fundamental purchase drivers.

NET SUSTAIN product attributes:

CONSIDERED MATERIALS

More and more of us are questioning the provenance of the materials and ingredients in the things that we buy. A considered approach means sourcing materials and ingredients cultivated in a way that significantly reduces environmental impact. The standards and certifications considered under this attribute include the Global Organic Textiles Standard, Organic Content Standard, Cotton Made in Africa, and Better Cotton Initiative and more.

CONSIDERED INGREDIENTS

Products that include ingredients grown or produced with a significantly reduced environmental impact. Brands include organic remedies from Uma Oils – handcrafted in the Ayurvedic tradition – or the soothing benefits of de Mamiel's Sleep Series. The standards and certifications considered under this attribute include Soil Association, Ecocert and more.

CONSIDERED PROCESSES

From products that meet an internationally recognized standard to those that are manufactured using processes that reduce resource use and pollution, this attribute is about fashion that supports the health of the environment, worker and wearer. The standards and certifications considered under this attribute include bluesign®, OEKO-TEX®, Nordic Swan Ecolabel, EU Ecolabel, Leather Working Group and more.

REDUCING WASTE

Luxury should never be wasteful. This attribute includes products that are made with the replacement of virgin materials or the application of innovative techniques that minimize waste across the supply chain. The standards and certifications considered under this attribute include the Global Recycle Standard, Recycled Claim Standard and Cradle to Cradle Certified®.

LOCALLY MADE

'Locally Made' highlights the brands whose purpose and products are intimately connected to the place, people and provenance behind them. This attribute indicates that at least 75 percent of a brand's products have been manufactured within its own community or country, demonstrating an investment in the local economy and environment.

CRAFT AND COMMUNITY

Craftsmanship lies at the heart of luxury – and this attribute celebrates products that showcase exceptional, artisanal skills or techniques and brands that adhere to fair-trade principles and invest in communities. The standards and certifications considered under this attribute include Fairtrade, Fair for Life, World Fair Trade Organization and Fair Trade Certified™.

ANIMAL WELFARE

From cashmere and goose down to oleic acid and shellac, some of the world's most covetable materials and ingredients are derived from animals. This attribute highlights products made by brands that invest in their supply chains to prohibit animal testing, promote the highest animal-welfare standards and meet internationally recognized certifications, ensuring good animal husbandry and adherence to the five animal freedoms. Some of the standards and certifications considered under this attribute include the Responsible Wool Standard, Responsible Down Standard, the Leaping Bunny and more.

VEGAN

With growing awareness of animal welfare issues and the impact of agriculture on the environment, this attribute highlights brands who do not sell any products where the manufacture, materials or ingredients have involved the use of any animal product, by-product or derivative. The standards and certifications considered under this attribute include The Vegan Society's Vegan Trademark.

DESIGNED FOR CIRCULARITY

The lifespan of a product is determined by more than timeless design and durable craftsmanship – aftercare and end-of-life also need to be considered. This attribute champions brands that help facilitate a shift in behavior away from throwaway culture by focusing on solutions that promote product longevity. Brands and products within this attribute use materials and manufacturing processes that promote reuse and recycling and/or offer repair and restoration services, take back schemes and recycling services. The standards and certifications considered under this attribute include Cradle to Cradle Certified®.

To find out more about YOOX NET-A-PORTER GROUP's long-term sustainability strategy, please visit ynap.com/pages/sustainability/infinity/

About NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world's leading luxury retailer with the most authoritative product edit globally, the site offers the ultimate curation of fashion from the most coveted designer brands, the most exceptional assortment of fine watches and precious jewelry, and more than 200 specialist beauty brands. Its discerning edit places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via The Vanguard, a program for emerging talent and labels. Consideration for environmental and social impact increasingly shapes the product offering, and the launch of the NET SUSTAIN platform was created to showcase brands that place sustainability at the core of their product. Uniting content and commerce to deliver an immersive and inspiring customer experience, NET-A-PORTER

speaks to a global community and features a dedicated editorial vertical with PORTER, which is renowned for its award-winning content featuring a diverse range of inspirational women.

NET-A-PORTER champions unparalleled customer service, offering express worldwide shipping to more than 170 countries, including same- or next-day delivery to the UK, US, Hong Kong, Germany, France, Australia and Singapore, a seamless shopping experience across all devices, luxurious packaging, easy returns and a multilingual customer care and personal shopping team that is available 24/7, 365 days a year. A pioneer of personal shopping and client-relations services for the digital era in 2000, NET-A-PORTER continues to innovate and strengthen its offering, with virtual styling, invitation-only digital exclusives and a world-class suite of specialized offers for EIPs (Extremely Important People), the brand's most loyal and valuable customers. NET-A-PORTER is part of YOOX NET-A-PORTER GROUP.

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