

RETAIL

Farfetch partnership lets consumers trade unwanted clothing for charity, credit

October 9, 2019



Farfetch is working with Thrift+ to offer clothing donation services. Image credit: Farfetch

By STAFF REPORTS

Online retailer Farfetch is extending its secondhand offerings for shoppers through a new alliance with donation service Thrift+.

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The Thrift+ x Farfetch partnership will enable U.K. consumers to give their unwanted fashion to charity in exchange for site credit, letting them do good and get rewarded at the same time. This initiative follows Farfetch's buy back program, which similarly seeks to offer a sustainable and circular alternative for used fashion.

"We know our consumers would like an easy way to clear their wardrobes of unused items, and at the same time, they would like to feel positive about it," said Thomas Berry, director of sustainable business at Farfetch, in a statement. "Thrift+ x Farfetch links our customer base with an innovative service that improves the donation experience and has a positive impact by giving good quality clothes another useful life and supporting multiple charities.

"This is a natural extension to our Farfetch Second Life resale program, focused on luxury handbags and part of our broader approach to sustainability," he said.

Fashion with a purpose

Thrift+, which is part of Farfetch's Dream Assembly startup program, aims to translate the experience of a charity shop to the online environment.

Now, Farfetch is linking with Thrift+ on a pilot to simplify clothing donations. Consumers can order a Thrift+ bag from Farfetch and select a charity of their choice to benefit from the sale of their goods.

Thrift+ can make a contribution to any of the U.K.'s 160,000 registered nonprofits.

After filling the bag, the donor can either drop off the package or schedule a free pick up.

Thrift+ photographs items received and sells them through its ecommerce platform. Once the item sells, one-third of the proceeds go to charity, and consumers receive a third of the proceeds as Farfetch merchandise credit.

If they wish, consumers can instead choose to have the entire two-thirds go to charity.

This initiative is part of Positively Farfetch, which focuses on doing good through fashion.

The retailer recently launched a new Positively Conscious Web page, which showcases brands that take a responsible approach, including Burberry and Stella McCartney. In addition to the page, consumers can filter products on the ecommerce site to discover items that follow guidelines and benchmarks for environmental, social and animal welfare developed by Good On You.



Positively Farfetch includes a showcase of brands that use responsible production methods. Image credit: Farfetch

Farfetch-owned boutique Browns has also launched a Conscious edit. As part of the debut, the retailer has rolled out a 45-piece collection by designer Duran Lantink that recycles unused items from Browns' warehouse, turning deadstock into new fashion.

As luxury retail and resale continue to converge, Farfetch entered the secondhand market earlier this year with a handbag trade-in program.

Farfetch Second Life accepts used lightly used handbags in exchange for store credit, enabling customers to both give their unwanted goods a longer lifespan and invest in more fashion. Increasingly, retailers are thinking about the life that products have after they leave the store, and they look to help consumers be greener by streamlining the secondhand process ([see story](#)).

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