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Matchesfashion touts new plastic-free packaging for global customers

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Matchesfashion is moving toward more environmentally packaging as luxury ecommerce picks up. Image credit: Matchesfashion

By STAFF REPORTS

Matchesfashion, one of the leading online luxury retailers worldwide, has responded to feedback from its customer base and introduced new packaging that respects the environment.

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The London-based company has introduced two plastic-free packaging options for customers to choose from when they place an order.

Matchesfashion, along with Net-A-Porter and Farfetch, are the leading online retailers of fashion apparel, accessories and leather goods across the globe. They are also among the biggest consumers of packaging materials for shipping purposes.

Out-of-the-box approach

The first sustainable packaging option from Matchesfashion is called Eco Luxe, which is a 100 percent plastic-free and recyclable box that is made from responsibly sourced materials.

Another option is called Luxury, also 100 percent plastic-free and made from responsibly sourced and recycled materials. Customers can remove the four integrated magnets to make this box 100 percent recyclable. They can also re-use the ribbon and box for another gift.

A statement from Matchesfashion on its site outlines its sustainability goals:

"We've worked closely with our packaging providers and sustainability consultants to minimize the environmental footprint of our iconic Marble box, as well as our discreet Eco Luxe box.

"Our signature Marble boxes are made using FSC certified materials with a water-based finish, avoiding unnecessary plastic and maximizing recyclability. They're perfect for reusing and we've seen that many of our customers do. If you don't want to reuse your box, you can make it 100% recyclable by simply removing the four magnets through the perforations, a solution created by our innovative packaging provider to meet our sustainability needs.

"Our Eco Luxe boxes are made of recycled and responsibly sourced materials and are 100% recyclable.

"As even the smallest packaging components can have an impact in our planet, our parcel envelopes, packaging notes, return and swing tags are also made of FSC certified materials. This certification ensures that forest-derived products have been sourced from responsibly managed forests following regulations that protect water quality, prevent the loss of natural forests, and prohibit the use of hazardous chemicals.

"We're always searching for more sustainable solutions to reduce our environmental footprint. Our next challenge is the ribbon within our Marble box, which we know our customers love and reuse. We'll continue to keep you updated on our progress on packaging and the changes we make."

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