

RETAIL

## Farfetch partners with The Restory in new sustainability effort

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Online retailer Farfetch has partnered with aftercare platform The Restory in new sustainability effort. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer **Farfetch** is partnering with aftercare platform The Restory in its latest effort to sustainably extend the lifecycle of luxury goods.

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The new program entitled "Farfetch Fix" will provide services from The Restory which has cultivated a wide range of techniques offering aftercare and repair services to shoes, bags and leather goods. The partnership plays a part in the retailer's "Positively Farfetch" sustainability strategy.

"We've long drawn inspiration from Farfetch's mix of excellence, purpose and boldness," said Vanessa Jacobs, founder and CEO of The Restory, in a statement. "To power the new Farfetch Fix platform, and further the mission of more thoughtful consumption on this scale, is the culmination of years of hard work.

"Farfetch will help a global community of luxury enthusiasts fall in love with their favorites all over again," she said.

### More sustainable fashion

Consumers will be able to visit Farfetch's website and schedule a collection of the goods they wish to be repaired. The Restory will then transport the consumer's items to its London-based studio where the goods will be assessed and quoted.

After Farfetch contacts the consumer and reaches an agreement, The Restory will begin working to repair and restore the products.



*Farfetch customers can submit goods to be repaired by The Restory in new partnership. Image courtesy of Farfetch*

This service is the newest feature of Farfetch's sustainability strategy, marking the retailer's continued commitment to circular fashion. Farfetch has stated that the platform is committed to becoming "more circular than linear" by 2030 and that Farfetch Fix will help them reach that goal.

The online retailer is furthering its push towards sustainability with a set of 2030 goals as part of its "Positively Farfetch" strategy. The 10-year plan emphasizes key areas, including Farfetch's carbon footprint, circular fashion and inclusivity ([see story](#)).

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