

RETAIL

Farfetch launches sustainability-focused campaign

June 2, 2021



The retailer launched its Positively Farfetch strategy in 2019. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch is continuing in its effort to champion more sustainable fashion and services with the launch of Positively Farfetch.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Throughout the next month, in honor of World Environment Day and World Oceans Day, content on [farfetch.com](https://www.farfetch.com) will highlight the platform's selection of sustainable pieces, pre-owned styles and circular services. Created in partnership with Vogue creative directors and creative agency [Convoy](#), the campaign takes a fashion-first approach, featuring a suite of films and imagery that play on the classic infomercial advertisement format.

Positively Farfetch

Photographed and directed by Joyce Ng and styled by Tati Cotliar, the Positively Farfetch campaign aims to inspire customers to see they can love fashion and care about the world and show them that sustainable options can be empowering, expressive and personal.

The campaign highlights the dynamic nature of more sustainable fashion on Farfetch by highlighting two elements: ways to choose positively through Farfetch's edits and ways to act positively through the platform's range of services that assist in extending the life of previous purchases.



Eighty-eight percent of Farfetch shoppers care about minimizing their environmental impact. Image credit: Farfetch

The retailer uses a set of independently backed criteria to qualify what it classifies as conscious products on the platform. For products to be conscious they must adhere to one of the following criteria: be made of independently recognized or certified materials; have been created via a certified production process; and be pre-owned or belong to a brand that scores well with ethical rating agency [Good On You](#).

Customers can explore ways to clear space in their wardrobe and earn Farfetch credit with the bag resale program [Farfetch Second Life](#) and donations program, [Farfetch Donate](#) or extend the life of their favorite pieces with repair service [Farfetch Fix](#).

This month, Farfetch Donate will be available to customers in the United States for the first time and will also be amplified with a partnership with [Slow Factory](#)'s Celine Semaan and her community, who will be donating pieces in a video series titled "Past Lives."

The Positively Farfetch campaign follows the recent launch of the retailer's first annual Conscious Luxury Trends Report and updated Fashion Footprint tool, both in line with the company's 2030 Sustainability Goals ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.