

RETAIL

## Farfetch, Good On You launch sustainability hub

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*The new Good Measures program will launch publicly later this year. Image credit: Farfetch*

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By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch and sustainability ratings platform Good On You have announced the launch of a new innovative sustainability hub for the fashion industry, [Good Measures](#).

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The online sustainability hub was developed to provide brands the tools and resources to help consumers participate in a sustainable economy by buying better. Offering a combination of educational and strategic insights, Good Measures helps brands learn, prioritize actions and ultimately progress with their sustainability agenda while unlocking commercial potential.

"One of the aims of our Positively Farfetch strategy is to enable the brands we work with to make progress on sustainability and, ultimately, to help our customers to make positive choices," said Thomas Berry, senior director of sustainable business at [Farfetch](#), in a statement.

"Our recent Conscious Luxury Trends report highlights the rapid increase in consumer interest in conscious products and Good Measures will help our brand partners become more sustainable and also take advantage of these positive consumer demands."

### Pushing sustainability

With Good Measure, Farfetch's brand partners can investigate what is driving their current rating across all major sustainability issues in fashion and discover guidance on how to progress and connect with expert organizations who can help.

Through the initiative, brands can also submit publicly disclosed information on their performance that allows them to get rated or reassessed by Good On You. A high enough rating will enable them to qualify for the Farfetch Conscious Collection and benefit from the increased visibility that brings.



*Good On You provides insights on brands and their sustainability achievements through extensive rating. Image credit: Farfetch*

According to its annual "Conscious Luxury Trends Report," Farfetch found that global consumers are choosing to shop more consciously, as the number of Farfetch customers who purchased conscious products increased by 60 percent in 2021.

Additionally, brands are pushing circular initiatives and looking to measure and improve sustainability performance ([see story](#)).

The newest initiative is part of Farfetch's Positively Farfetch strategy which sets out to solidify the company's role as a catalyst for positive change in the industry.

As part of that strategy, Farfetch has set a 2030 goal for 100 percent of revenues to come from sales of conscious products.

To help meet this goal, the new Good Measures initiative is available for free to all Farfetch brand partners, supporting the brands on the platform in understanding and improving their sustainability performance.

The hub will launch publicly later this year, but interested brands can register and express their interest to access it [online](#).

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