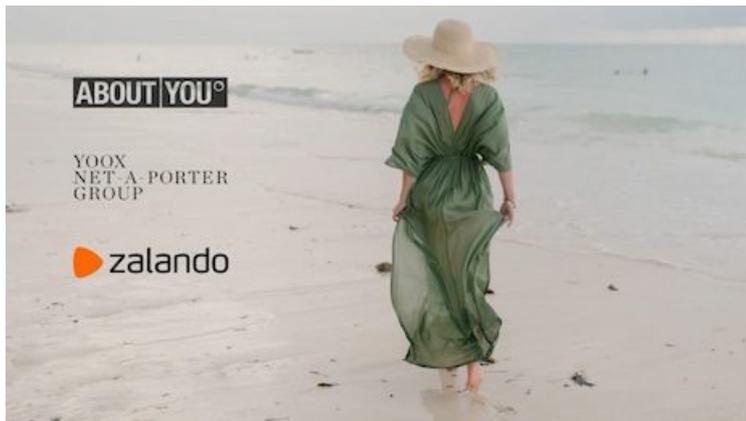


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## Yoox Net-A-Porter, retailers team up for sustainability education portal

July 20, 2022



*The platform will be providing in-depth, step-by-step information on how the retailers measure emissions and set their ambitious targets. Image credit: Yoox Net-A-Porter*

By LUXURY DAILY NEWS SERVICE

Richemont's Yoox Net-A-Porter is fostering environmental preservation practices by launching a bespoke learning platform in partnership with German retailers About You and Zalando.

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The platform will serve as an online learning hub aiming to contribute to the reduction of carbon emissions within the retailers' value chains and across the entire fashion industry. Designed to track the thoughtfulness and processes of setting organizational climate targets, the platform will be provided to brand partners for free.

"Our commitment to climate action can only be realized through innovative partnership," said Geoffroy Lefebvre, CEO at **Yoox Net-A-Porter**, in a statement.

"This next step prioritizes investing in brand partners at different stages in their climate journeys, supporting them to set their science-based targets," he said. "By collaborating with About You and Zalando, together we can drive a more consistent approach in our efforts towards reducing the emissions of luxury and fashion."

For a better world

Yoox Net-A-Porter, About You and Zalando's work to come together and form this platform reflects each organization's ambitious reduction targets through the Science Based Targets initiative (SBTi).

The platform will be providing in-depth, step-by-step information on how the organizations measure emissions and set their ambitious targets which are informed by climate education and science. The platform will also serve as a space for fashion brands to interact with one another and sustainability experts.



*Yoox continues to prove its clear commitment to environmental preservation. Image credit: Shutterstock*

With its creation and implementation, the platform will help the three retailers further their work on their climate goals by disseminating crucial information throughout the fashion industry as well as reducing their own value chains.

Yoox continues to prove its clear commitment to environmental preservation.

In March, Yoox announced a new space within the Yooxygen edit dedicated to responsible fashion.

The Rethink space is the platform's first initiative dedicated to upcycling. Shoppers can peruse disparate pieces and collections on the Yooxygen edit on Yoox.com, aiming to give pieces that would have been otherwise disregarded a new life ([see story](#)).

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