

## SUSTAINABILITY

# Selfridges launches beauty waste recycling support in store

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*Consumers will receive loyalty rewards for their participation. Image credit: MYGroup*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British department store chain **Selfridges** is incentivizing consumers to repurpose product packaging.

In partnership with local commercial waste disposal company MYGroup, the retailer is scaling its Reselfridges Recycle initiative. The program allows shoppers to turn in used fragrances, in addition to other beauty and cosmetic bottles, from any brand.

"MYGroup has been working with retailers for many years to make beauty take-back a practical, scalable cornerstone of the sector's commitment to recycling," said Steve Carrie, group director of MYGroup, in a statement.

"Through our schemes, we've now processed more than 40,000 tons of returned beauty and cosmetic packaging success and experience that has helped shape this ambitious Reselfridges collaboration," Mr. Carrie said. "Fragrance recycling highlights why this experience matters; these products are used at scale but are typically binned after use."

"Through Reselfridges, we're applying our established take-back solution in a department store environment, where even the hardest-to-recycle items can be captured at scale in meaningful volumes and recovered safely."

## Green thumb

Customers can drop off their used beauty products at curbside kiosks or in-store at any of the four Selfridges Beauty Hall locations across Birmingham, Manchester and London.

Reselfridges Recycle accepts empty bottles, as well as those still containing perfume liquid; aerosols, vapes, batteries, medical waste, razors and other sharp objects will not be accepted.

For every five items submitted, loyalty members will receive a Selfridges Unlocked Key, granting access to exclusive services, in-store experiences, and merchandise.

The initiative was piloted at the Trafford Centre location from September to November last year, resulting in a 271 percent increase in Unlocked Keys collected ([see story](#)).



*All four Selfridges stores are participating in the program. Image credit: Selfridges*

MYGroup will transport the collected items to its Refactory, processing and manufacturing new materials from the recycled goods, which avoid incineration and landfills.

Transparent environmental programs have proved paramount to consumer engagement, with recent findings from Positive Luxury uplifting this message

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