

FASHION

FWD ▶▶

BRINGING SUSTAINABLE FASHION FORWARD

At BESTSELLER,
we want to accelerate
fashion's journey towards a
sustainable reality.

Our new Fashion FWD strategy
emphasises the immediate
need for inclusive and holistic
action on sustainability
across our value chain.



**BRINGING
SUSTAINABLE
FASHION
FORWARD**



BRINGING
FASHION FWD
UNTIL WE ARE
CLIMATE POSITIVE,
FAIR FOR ALL AND
CIRCULAR BY DESIGN

This is our
ultimate ambition,
our North Star

Our North Star
guides our strategy,
our goals and the actions
we take to become as
sustainable as possible,
as soon as possible.

**Our Fashion FWD strategy, running from
2019 to 2025, will turn ambition into action
and launch us towards our North Star.
It is based on our belief that sustainability is
a prerequisite for ongoing business success.
For this to happen, we will invest and
innovate, and work in partnerships
across the value chain.**



CLIMATE POSITIVE

Our business will have a positive impact on our planet's climate across our value chain by removing more greenhouse gases than we emit.



FAIR FOR ALL

Everyone working in our value chain will be equally empowered by jobs that are safe, that protect human rights and provide fair incomes and opportunities for everyone to reach their personal potential.



CIRCULAR BY DESIGN

Our business model will be based on design principles that prioritise efficiency and the reuse of resources at every level, from fibres to water and chemicals to post-consumer, in order to minimise waste and keep resources in use.

CREATING FWD

Our vision

We will increase the use of more sustainable materials year-on-year until all our products are circular by design.



WE ARE CREATING FWD BY DESIGNING RESPONSIBLY

The beginning of the design phase, and in particular the materials that we choose, is where we at BESTSELLER can best influence the environmental impact of our products.

Designing responsibly for us means preferring fibres and materials that have a lower environmental impact. It also refers to an innovative design philosophy and approach.

Creating FWD is about designing clothes that use low-impact materials and always looking to go further, identifying and applying innovative new fibres until everything we create is made exclusively using sustainable materials.



CREATING
FWD

OUR KEY GOALS

BY 2022

100% of our man-made cellulosic fibres will be sourced responsibly in line with industry best practice, such as the Forest Stewardship Council (FSC).

BY 2025

100% of our wool will be sourced in line with industry best practice, such as the Responsible Wool Standard (RWS).



BY 2022

we will source 100% of our cotton from more sustainable alternatives.

BY 2025

within our 100% more sustainable cotton supply, we will source 30% from organic cotton.

BY 2025

we will source 50% of our polyester from recycled polyester or other more sustainable alternatives.

BY 2025

we will facilitate the development of more sustainable fibres and materials at market scale through innovation and industry collaborations.

MAKING FWD

Our vision

We will continuously improve the environmental footprint of our products, operations and supply chain until they are in line with the needs of our planet.

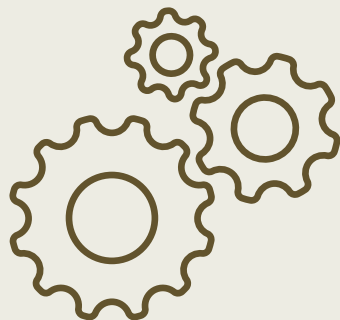


WE ARE MAKING FWD BY PRODUCING LEANER

As a global fashion company, we have a responsibility to make not just incremental improvements to our environmental impact, but to rethink the way we consume resources throughout our value chain.

Producing and operating leaner requires us to significantly and continually reduce the energy, water and chemicals we use and the waste we create.

Making FWD is about transforming our business so it has a positive impact on the environment.



**MAKING
FWD**

OUR KEY GOALS

BY 2021

our owned and operated buildings globally will be powered by 100% renewable energy.

BY 2025

our energy consumption in our owned and operated buildings globally will be reduced by 30%.



BY 2020

we will set science-based goals on greenhouse gas emissions. In 2018, we have officially committed to set these goals through the Science-Based Targets initiative.

BY 2021

we will set targets to safeguard future water resources.

BY 2025

75% of all product orders will be consolidated in suppliers that are highly rated in our sustainability evaluation.

BY 2025

the volume of samples we produce will be significantly reduced by investing in digital solutions and collaborating closely with our key suppliers.

ENGAGING FWD

Our vision

We will promote dignity, equality and safe working conditions for all people across our value chain until fair incomes and respect for human rights are the norm.



WE ARE ENGAGING FWD BY WORKING BETTER

People from across the world play a role in designing, manufacturing, selling and supporting our products.

Working better considers how our business activities can create a positive impact on people – whether they are directly employed by BESTSELLER or work in our supply chain.

Engaging FWD is an approach to truly embed human rights in the fashion industry. It addresses specific issues within our supply chain such as fair incomes and women's empowerment, and simultaneously provides BESTSELLER employees with a platform to unleash their potential through best-practice policies and development opportunities.



**ENGAGING
FWD**

OUR KEY GOALS

SUPPLY CHAIN



BY 2025

through industry collaboration, we will implement mechanisms to promote fair living wages.

BY 2025

we will support 100,000 women in Tier 1 factories to achieve workplace empowerment and improved life-skills.

BY 2025

workers and management in all factories in our Productivity & Social Dialogue programme will engage in social dialogue driving productivity improvements and greater shared social value.

BY 2025

all suppliers will have invested in fire, electrical and building safety and show continuous improvement.



**ENGAGING
FWD**

OUR KEY GOALS

BESTSELLER COLLEAGUES



BY 2020

we will analyse and strengthen our Leadership Pipeline and initiate implementation of training for all manager roles.

BY 2021

we will complete the global rollout of our diversity and inclusiveness policy and the accompanying awareness programme.

BY 2021

we will complete the global rollout of our online engagement surveys and define common metrics to benchmark engagement across our markets.

BY 2022

we will train 4,000 people through our internal Academy to further develop and enhance their skills.

DELIVERING FWD

Our vision

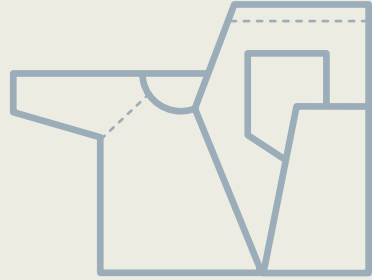
We will engage consumers and partner across the industry to develop solutions until circularity and transparency is a mindset and consumers are empowered to act sustainably.



WE ARE DELIVERING FWD BY CONSUMING BETTER

Delivering FWD is a commitment to transparency and to become more circular by engaging consumers in our journey until sustainable buying and consumption of fashion becomes the norm.

Consuming better to us at BESTSELLER means a future circular model for fashion, where products and materials are ongoing resources.



**DELIVERING
FWD**

OUR KEY GOALS

BY 2021

we will publish
a list of our key
material suppliers.

BY 2025

we will have phased out
single use virgin plastic
wherever possible.



BY 2020

we will offer and promote
a used garment collection
channel to consumers in
selected markets together
with relevant partners.

BY 2023

we will provide
our customers and
consumers with
information on
the environmental
impacts of our core
products, and we will
show year-on-year
improvements.

BY 2025

we will drive forward
post-consumer waste and
circular infrastructure
solutions, engaging in
collaborative initiatives
to turn waste into
valuable resources.

BY 2025

all consumer facing
packaging will be 100%
reusable, recyclable
or compostable.

INVEST
FWD ▶▶

We believe real change happens through a combination of continuous improvement and strategic innovation and collaboration.

**ACCELERATING
SUSTAINABLE CHANGE**

Invest FWD is an investment platform that accelerates sustainable innovation and solutions towards the future we want for fashion: one that is climate positive, fair for all and circular by design.

With Invest FWD, we are looking to invest in areas covering the whole life cycle of fashion – for example, new supply chain technologies, low impact materials and new business models.

We are launching our new platform by becoming a partner in Fashion for Good, an industry collaboration forum to scan and scale new sustainable innovations. We are also working on an exciting project to get to 100% renewable energy for our owned and operated buildings globally by 2021 that we plan to unveil in 2019.

BESTSELLER