

ZALORA

Earth Edit Information Deck

Updated March '24



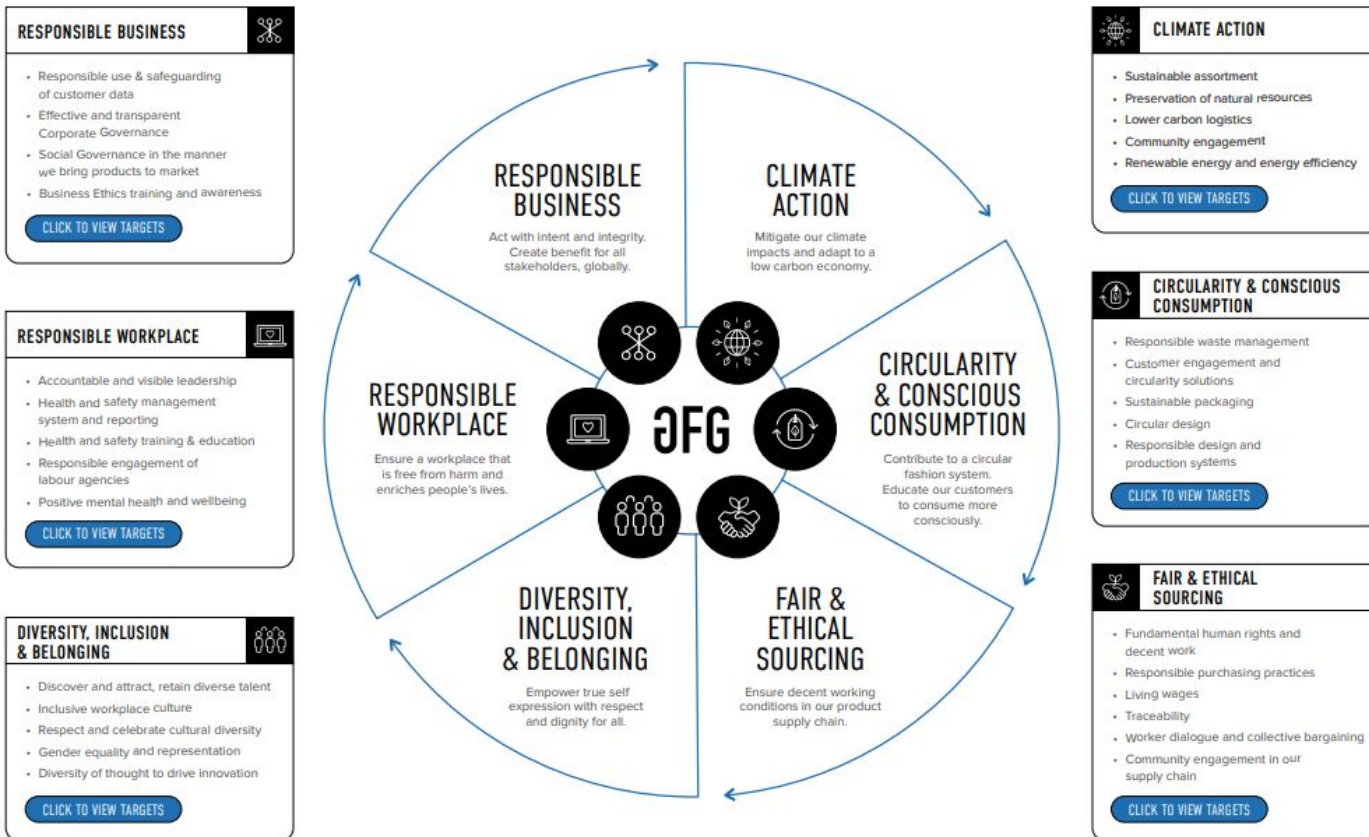


ZALORA Sustainability Journey



Our Strategy

people & planet
POSITIVE





Our Goals

ZALORA recognises that we must take urgent action to combat climate change and transition to a low carbon economy.

The most significant environmental impact of the fashion industry lies in the raw material production, preparation and processing.

To further inspire a shift towards shopping associated with a lower carbon impact, we collaborate with third party brands available on our platforms to increase and provide greater visibility of products made from more sustainable materials and via production methods associated with lower environmental and social impact.

2030 Target

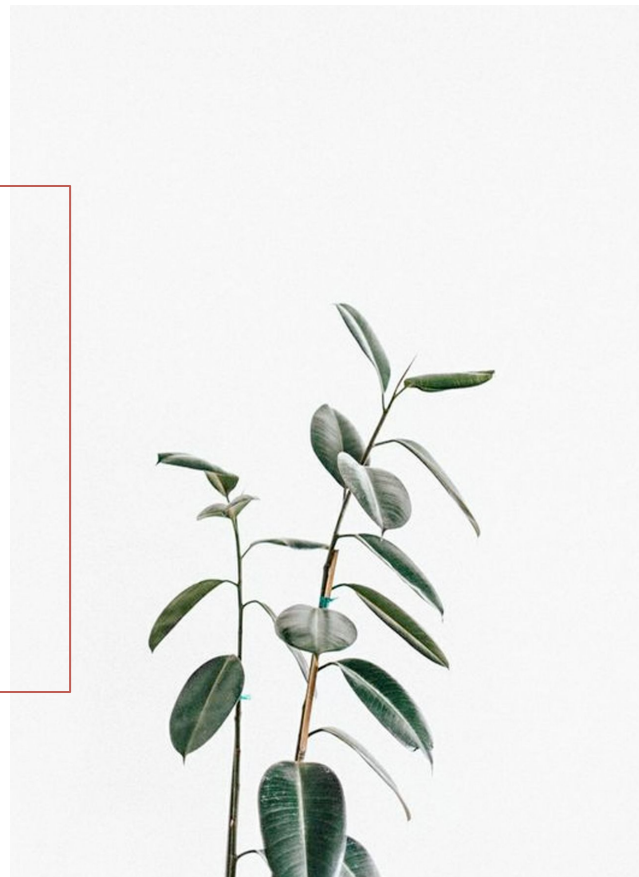
20%

Of units sold from products that fulfill at least one Earth Edit criteria





What is ZALORA's Earth Edit?





ZALORA's Earth Edit

Earth Edit is a selection of products and brands presenting ethical or environmental benefits. We have defined specific criteria for brands and products to be tagged as part of our Earth Edit:

- To provide a **common framework** and a **consistent way** to define and communicate sustainability attributes of the products across all our Brands and all our markets, as 'Sustainable', 'Conscious', 'Ethical' can be defined in many different subjective ways.
- To **ensure transparency and verification** of any Sustainability claim on our website.

Note:

(1) The list of criteria proposed is meant to evolve as we will be continuously seeking to improve our approach on sustainability, and learning from Brands regarding their own sustainability journey.

(2) If products do not meet the sustainability criteria, it does not mean they are «unethical» or «unsustainable».



ZALORA's Previous 8 Earth Edit Tags

1

Sustainable Materials

5

Community Engagement

2

Eco-Production

6

Clean Beauty

3

Fair Production

7

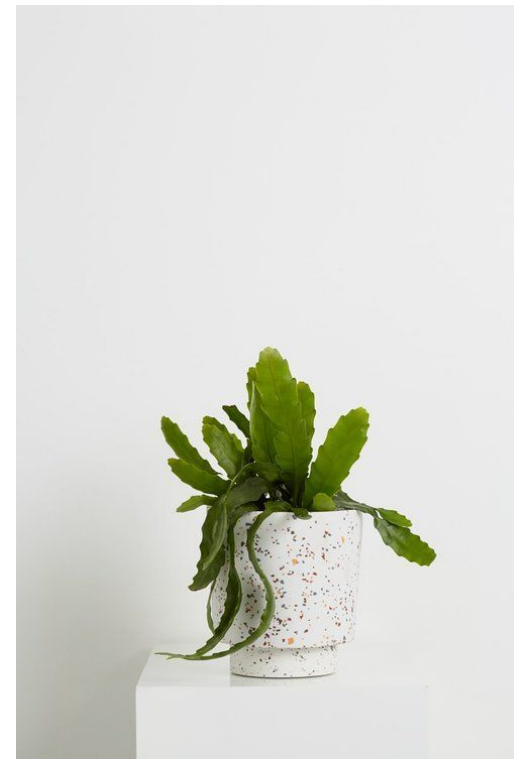
Circular by Design

4

Animal Friendly

8

Pre-Loved

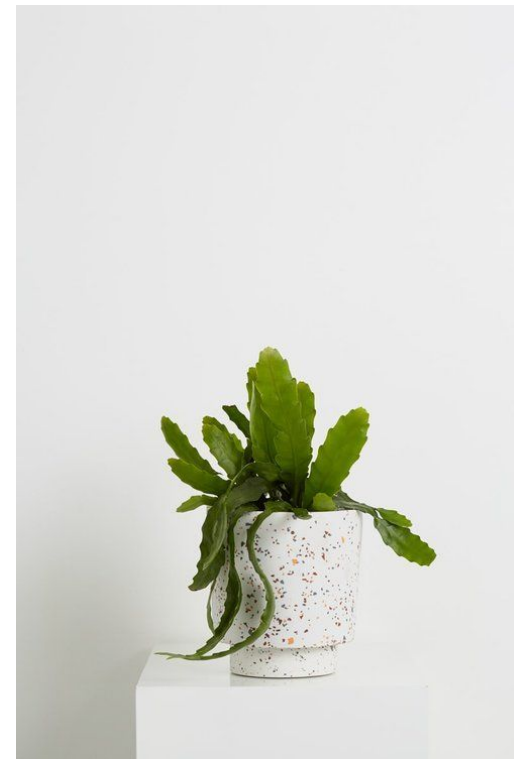




ZALORA's Current 8 Earth Edit Tags

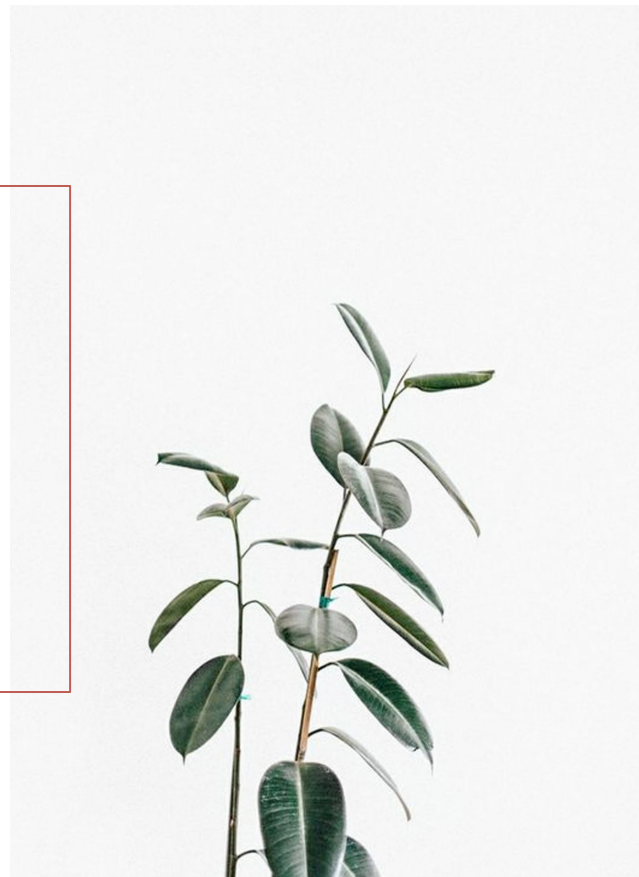
- | | |
|--|--|
| 1 Organic Materials REV | 5 Animal Friendly |
| 2 Responsibly Sourced Materials REV | 6 Organic & Natural Ingredients REV |
| 3 Recycled Materials REV | 7 Extended Use NEW |
| 4 Lower Impact Production Process REV | 8 Pre-Loved |

Only tagged products can be selected in the Earth Edit filters onsite and will be included in future **campaigns** to encourage our customers to shop more consciously.





How is Earth Edit
beneficial for my
brand?





Customer Survey Result (July 2023)

"I currently buy brands (including apparel, footwear, accessories, beauty) which are ethical / sustainable"

62%

Agree

38%

Neutral or Disagree

Compared to 2021,
+28% customers

"I consider the ethical / sustainable features of the fashion items when I make the purchase"

63%

Agree

37%

Neutral or Disagree

"I have changed my fashion brands or retailers of choice because of ethical / sustainable qualities of their items"

51%

Agree

49%

Neutral or Disagree



Key Performance (as of May 2024)

Fast Growing Category

**Represents
8% of total
Zalora's Units Sold**

Compared to Dec '23,
7% units sold

One in 5 Customers

**19% of Zalora's
Active Customers
shop Earth Edit**

Large Selection of Brands & Products

**More than 2,900
participating brands
& more than 500,000
live SKUs**



Benefits



Create greater
customer awareness
and **boost brand image**
for contributing
consciously



Recurrent **onsite**
campaigns, CRM
newsletters, push
notifications and social
media exposures



More ways of your
product being
discovered through
permanent category
banners on website and
mobile APP



Greater product
distinction on the main
catalogue for customers
and for suppliers



Weekly Exclusive Onsite Campaigns

Tactical and non-tactical onsite campaigns conducted **exclusively** for **Earth Edit** range on a **weekly basis** to increase awareness and exposure of sustainable products.



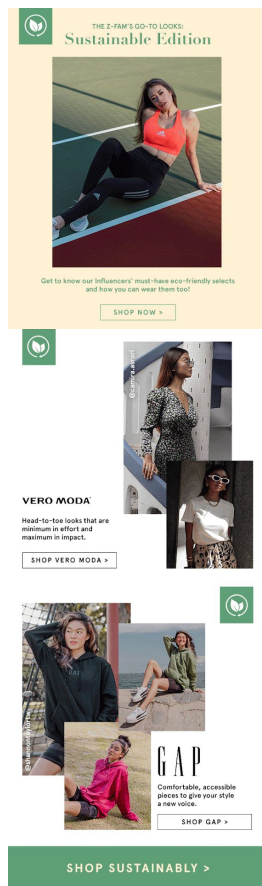
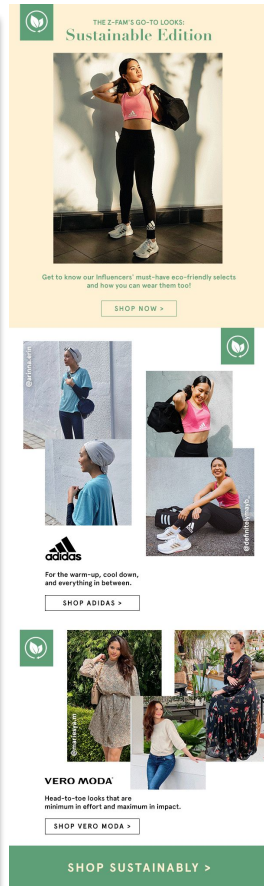
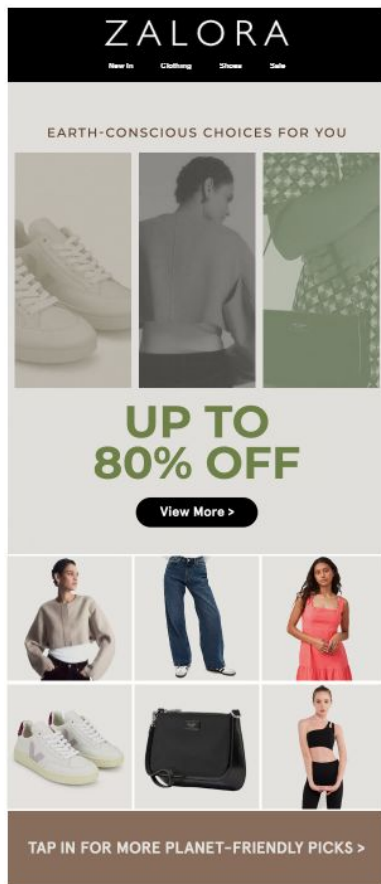
Social Media Interactions

Social media pushes are done concurrently with certain campaigns or environmental awareness dates to **direct traffic** and to **educate customers in sustainable fashion**.



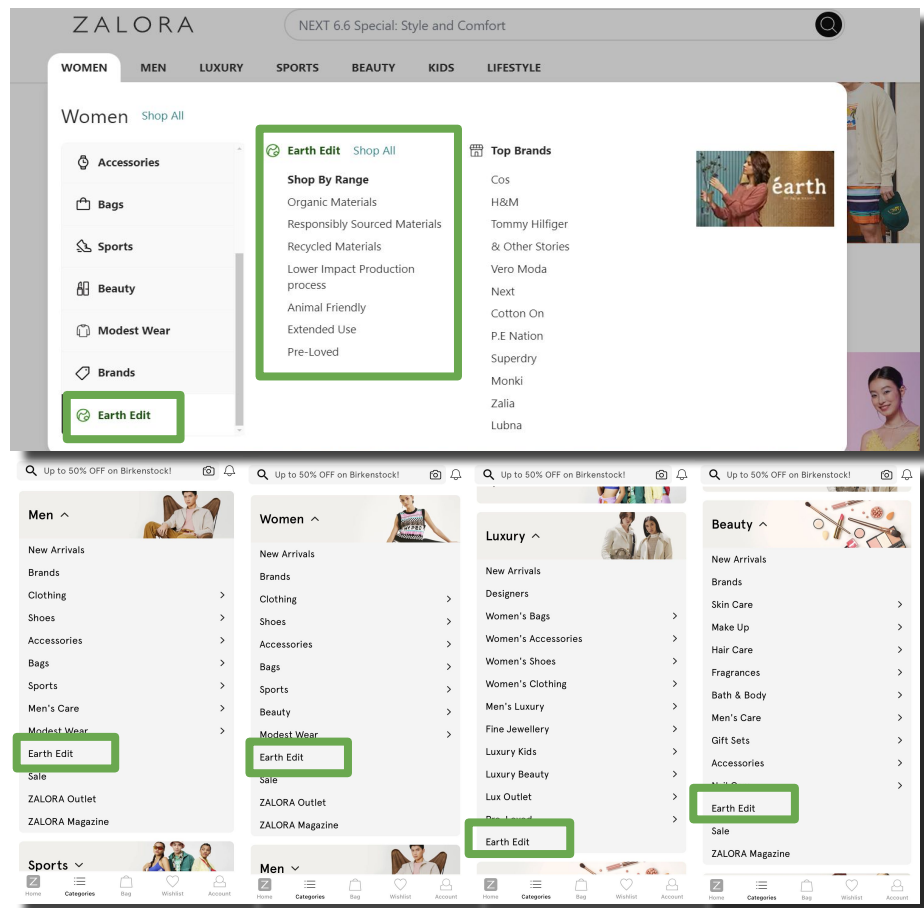
Monthly Dedicated CRM Newsletter

Monthly Earth Edit newsletter is sent to all customers, featuring brands with Earth Edit products, in order to promote **conscious shopping** and to inspire customers with **sustainable trends**.



Greater Product Discoverability & Easy Access

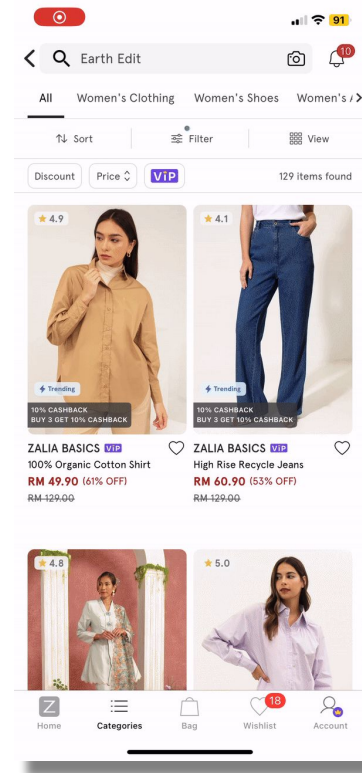
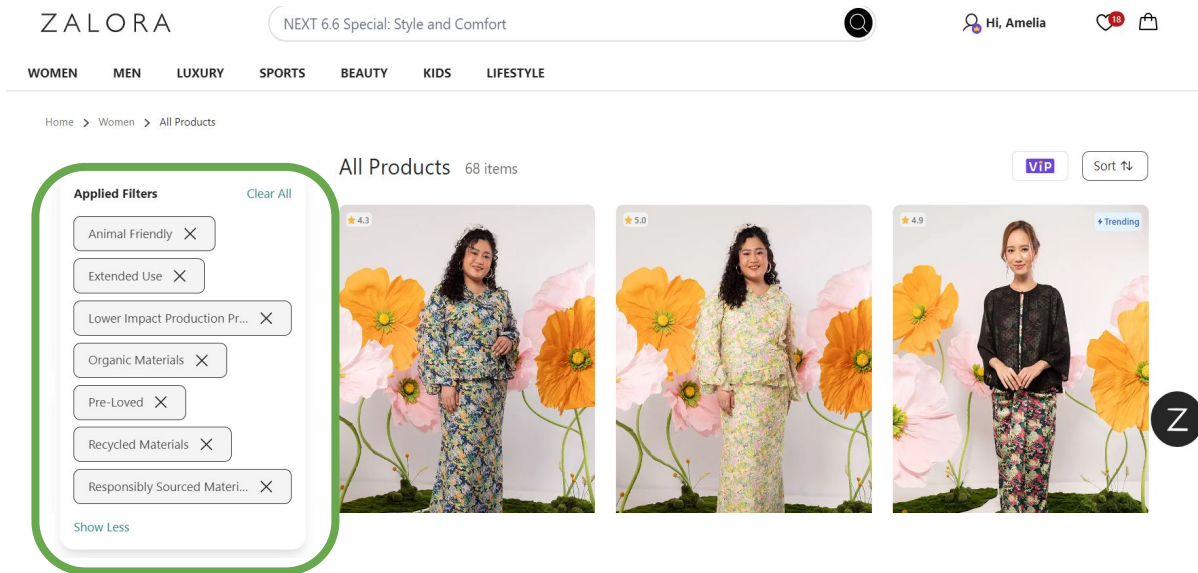
Exclusive and extra entry points for customers to discover your products through navigation bar on desktop and category banner on APP for more exposure and easier customer filtering.





Product Distinction (Catalogue)

Dedicated **Earth Edit credential filters** and **Earth Edit tag on catalogue**, differentiating your product versus the conventional ones





Product Distinction (PDV)

Detailed explanation of sustainable credentials on each product page to ensure **transparency and ease of verification of any sustainability claim.**



PDV cards are included to let customers know which Earth Edit criteria the product has met



Clicking into the PDV cards will bring up an explanation text about the Earth Edit criteria in detail



How to join Earth Edit?





Step by Step Guide (Retail)

1. Check if the product meets any of the ZALORA's Earth Edit criteria listed on [Slide 30-31](#). Kindly refer to the detailed explanation of each criteria in the following slides ([Slide 32-53](#)) for more information. Alternatively, you may watch the webinar recording in the link [here](#).
2. Indicate the sustainability attributes of each product in the SKU Linesheet on the “**Sustainability Claim**” column.
3. You may also include the link to proof on the same column for ZALORA to verify the information submitted. Kindly refer to [Slide 56-66](#) for the details of supporting proof needed.
4. All verified and approved SKUs will then be tagged as Earth Edit once they go live onsite, and they will be multi-listed in the Earth Edit category as well as be featured in future Earth Edit campaigns.



Step by Step Guide (Marketplace / Seller Center)

1. Check if the product meets any of the ZALORA's Earth Edit criteria listed on [Slide 30-31](#). Kindly refer to the detailed explanation of each criteria in the following slides ([Slide 32-53](#)) for more information. Alternatively, you may watch the webinar recording in the link [here](#).
2. Fill in all the sustainable product details on SKU level in Seller Center's Product Information tab.
3. Select the relevant Earth Edit Tag and Criteria that your sustainable product is meeting, and be sure to include a link with supporting information about the claim. Kindly refer to [Slide 56-66](#) for the details of supporting proof needed.
4. All verified and approved SKUs will then be tagged as Earth Edit, and they will be multi-listed in the Earth Edit category as well as be featured in future Earth Edit campaigns.

Step by Step Guide (Marketplace / Seller Center)



SELLERCENTER Search

Home

Products

All Products

Fulfilment by Brand

Fulfilment Products

Orders

Promotions

Finance

Reports

System

Store Builder

Switch to Admin

Settings

Rate this page

Products

Import Export **Add New**

Search by Products, SKU, Status

0-0 of 0

Image	Name	SKU	Created	Price	Sale	Stock	Visibility	Activate

⚠ Data could not be loaded. Please try to **reload** the page.

Step by Step Guide (Marketplace / Seller Center)



☰

SELLERCENTER

🔍 Search

🔔 Adidas Test 1805

👤

🏠 Home

📦 Products

📋 All Products

🏷️ Fulfilment by Brand

📦 Fulfilment Products

🛒 Orders

🎁 Promotions

💰 Finance

🕒 Reports

⚙️ System

🏠 Store Builder

👤 Switch to Admin

⚙️ Settings

★ Rate this page

< Products

Add New Product

Save and Copy Save as Draft Submit

Categories Selection

Add primary and additional categories for your product

Show more ▾

Product Information

Information regarding the product

Group

Add a group to your products

Show more ▾

Pricing

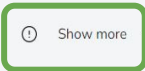
Set baseline and sales price to your product

Show more ▾

Images

Add as many images as your product needs

Show more ▾



Step by Step Guide (Marketplace / Seller Center)



SELLERCENTER

Q Search

Adidas Test 1805

Home

Products

- All Products
- Fulfilment by Brand
- Fulfilment Products

Orders

Promotions

Finance

Reports

System

Store Builder

Switch to Admin

Settings

Rate this page

Size of model's garment

Size of the garment the model is wearing Displayed on ZALORA website
Example: UK 8

Earth Edit

Earth Edit Tag

Recycled Materials

Select the tag from the dropdown

Earth Edit Criteria

Recycled Materials - Recycled Polyester

Select the options from the dropdown

Proof

www.abc.com/about-us

Please provide the proof to your earth edit tag

Hidden

Return Policy*

Returnable

Return Policy
Example: 0

Luxury Product Attributes

Luxury



Step by Step Guide (Alternative Method)

1. Check if the product meets any of the ZALORA's Earth Edit criteria listed on [Slide 30-31](#). Kindly refer to the detailed explanation of each criteria in the following slides ([Slide 32-53](#)) for more information. Alternatively, you may watch the webinar recording in the link [here](#).
2. Download the [Earth Edit submission form](#) in Excel format and fill in all the sustainable product details on SKU level.
3. Ensure to include proof to the sustainability claim for ZALORA to verify the information submitted. Kindly refer to [Slide 56-66](#) for the details of supporting proof needed.
4. Once all the information is ready, kindly send the submission form to earth_edit@zalora.com and be sure to CC your account manager.
5. All verified and approved SKUs will then be tagged as Earth Edit, and they will be multi-listed in the Earth Edit category as well as be featured in future Earth Edit campaigns.



ZALORA's Earth Edit Criteria Explanations



Criteria Overview



Earth Edit Tag	Criteria Accepted
Organic Materials 	Organic Cotton Organic Linen Organic Hemp Organic Silk Organic Wool
Responsibly Sourced Materials 	Fairtrade Cotton Responsibly Sourced Acetate Responsibly Sourced Cotton Responsibly Sourced Linen Responsibly Sourced Down Responsibly Sourced Viscose Responsibly Sourced Modal Responsibly Sourced Lyocell Responsibly Sourced Wool
Recycled Materials 	Recycled Cotton Recycled Linen Recycled Hemp Recycled Polyester Recycled Polyamide Recycled Elastane Recycled Acrylic Recycled Wool

Note:

Our list of Earth Edit criteria will grow and evolve overtime as we seek to inspire our brand partners to join us on our sustainability journey.

Therefore, please do not hesitate to share with us the sustainability attributes of your products as you deem fit.



Criteria Overview

EARTH EDIT

Earth Edit Tag	Criteria Accepted
Lower Impact Production Process 	Free of Harmful Chemicals Responsibly Sourced Leather Chrome-free tanned Leather Solvent Free PU Cradle2Cradle
Animal Friendly	Not tested on animals Vegan (PETA)
Organic & Natural Ingredients 	Natural Ingredients Organic Ingredients
Extended Use 	Upcycled Repaired Reusable Packaging
Pre-Loved	-

Note:

Our list of Earth Edit criteria will grow and evolve overtime as we seek to inspire our brand partners to join us on our sustainability journey.

Therefore, please do not hesitate to share with us the sustainability attributes of your products as you deem fit.



REV

ORGANIC, RESPONSIBLE & RECYCLED MATERIALS



Organic Materials

ZALORA aims to inspire customers with conscious fashion choices by tagging products that are made of raw materials with lower environmental impact than conventional alternatives.

1

Organic Cotton

Cotton that is certified organic by OCS, GOTS, Organic Fairtrade

2

Organic Linen

NEW

Linen that is certified organic by OCS, GOTS, European Flax Organic™

3

Organic Hemp

NEW

Hemp that is certified organic by OCS, GOTS

4

Organic Silk

NEW

Silk that is certified organic by OCS, GOTS

5

Organic Wool

NEW

Wool that is certified organic by OCS, GOTS



Recycled Materials

ZALORA aims to inspire customers with conscious fashion choices by tagging products that are made of raw materials with lower environmental impact than conventional alternatives.

1

Recycled Cotton

Recycled cotton certified by GRS, RCS

2

Recycled Linen

Recycled linen certified by GRS, RCS

3

Recycled Hemp

Recycled hemp certified by GRS, RCS

4

Recycled Polyester

Recycled polyester certified by GRS, RCS
(excluding RCS chemically recycled)

5

Recycled Polyamide

Recycled polyamide/nylon certified by GRS, RCS

6

Recycled Elastane

Recycled elastane certified by GRS, RCS

7

Recycled Acrylic

Recycled acrylic certified by GRS, RCS
(excluding RCS chemically recycled)

8

Recycled Wool

Recycled wool certified by GRS, RCS



Responsibly Sourced Materials

ZALORA aims to inspire customers with conscious fashion choices by tagging products that are made of raw materials with lower environmental impact than conventional alternatives.

- 1 **Fairtrade Cotton** 
Cotton that is certified Fairtrade
- 2 **Responsibly Sourced Acetate** 
Acetate certified by FSC, PEFC, Eastman Naia
- 3 **Responsibly Sourced Cotton** 
Australian Cotton, PS BCI, CmiA, REEL cotton, US Cotton Trust Protocol
- 4 **Responsibly Sourced Linen** 
REEL Linen, Linen certified by European Flax™
- 5 **Responsibly Sourced Down**
Product holds a Responsible Down Standard certification
- 6 **Responsibly Sourced Viscose**
Viscose certified by FSC, PEFC, Lenzing, Birla
- 7 **Responsibly Sourced Modal**
Modal certified by FSC, PEFC, Lenzing, Birla
- 8 **Responsibly Sourced Lyocell**
Lyocell certified by FSC, PEFC, Lenzing, Tencel™, Birla
- 9 **Responsibly Sourced Wool**
Product holds a Responsible Wool Standard certification



Responsibly Sourced Materials Criteria

Responsibly Sourced Cotton



This criteria recognizes cotton grown and harvested in an environmentally responsible manner. This includes cotton certified by:

- 1) [Cotton made in Africa](#) (CmiA)
- 2) [Australian Cotton](#)
- 3) [BCI Physical Segregation](#)
- 4) [REEL Cotton](#)
- 5) [US Cotton Trust Protocol](#)

Fairtrade Cotton



Fairtrade certified cotton are grown in fields that are rain-fed, reducing the region's water footprint. Fairtrade Standards also protect farmers' health and safety, and ban genetically modified cotton seeds that require excessive resources for growth.

Find out more about [Fairtrade Cotton](#) standards here.

Responsibly Sourced Linen



This criteria recognizes linen fibres that are traceable at each step of a linen product's production process. Standards provided by European Flax™ or REEL Linen ensure that each step of the production is thoroughly inspected, so that the product adheres to a certain level of quality and commits to reducing the ecological footprint of farming through zero irrigation, zero waste, and growing chemical-free.

Find out more about [European Flax™](#) here and [REEL Linen](#) here.





Responsibly Sourced Materials Criteria

Responsibly Sourced Acetate, Viscose, Modal or Lyocell $\geq 50\%$



Brands or product(s) that meet these Responsibly Sourced Materials Criteria should hold either Forest Stewardship Certification (FSC) or Programme for the Endorsement of Forest Certification (PEFC).

[Forest Stewardship Council](#) (FSC) and [Programme for the Endorsement of Forest Certification](#) (PEFC) provide schemes to protect forests and ensure that raw-materials derived from forest-based products such as cardboard, paper, rubber, viscose (*a rayon fiber made from natural sources such as wood and agricultural products*), etc. **are sourced from well-managed forests**. As a reference, you may find some [FSC certified suppliers here](#), and [PEFC certified suppliers here](#).

This Criteria also recognizes viscose, modal or lyocell fibres that are certified by [Tencel™](#), [Lenzing Ecovero](#) or [Birla Livaeco](#). These certification schemes ensure responsible sourcing and harvesting of natural fibres like rayon, that are less harmful to their growing environments. They also ensure traceability and transparency to sellers and consumers of the materials.





Responsibly Sourced Materials Criteria

Responsibly Sourced Wool

REV

Responsible Animal Fiber (RAF) is a framework developed by [Textile Exchange](#) to cover standards which address animal fibers. RAF includes [Responsible Wool Standard](#) (RWS), [Responsible Mohair Standard](#) (RMS) and [Responsible Alpaca Standard](#) (RAS) certifications.

They are a voluntary standard that addresses the welfare of animal and the land they graze on, as well as helps farmers meet consumer, retailer, and brand demands. The standard certifies that **rigorous animal welfare and land management requirements** are met.

The RAF ensures the full traceability of the product's raw-material and requires all sites to be certified, beginning with the farmers until the garment manufacturer or brand.

Should you wish to find out more about RWS, RMS and RAS certified suppliers, you may refer to the list [here](#).



Responsibly Sourced Down

REV

The [Responsible Down Standard](#) (RDS) recognizes best animal welfare practices in the feather industry. This certification ensures that geese and ducks providing down feathers have not been subjected to any unnecessary harm, and painful practices such as live-plucking or force-feeding are prohibited.

To be RDS certified, every step of the supply chain has to be certified by an approved third-party, who ensures the full traceability of the raw materials used to the production process.

Find out more about RDS certifications [here](#) and find RDS certified suppliers [here](#).





ANIMAL FRIENDLY



Animal Friendly

ZALORA aims to inspire customers with conscious fashion choices by tagging products that are made using non-animal alternative materials, or methods associated with good animal welfare.

1

Vegan (PETA)

Brand or product holds a certification for vegan products or is committed to manufacture vegan products.

2

Not tested on Animals

Brand holds a animal testing free certification.



Animal Friendly Criteria

Vegan (PETA)



Only **footwear** or **beauty product**, or **product intended to be a substitute to a leather or fur based product** will be tagged as Vegan on ZALORA.

Vegan certifications (PETA, Vegan.org, Vegan society) verifies that the product does not contain animal ingredients or by-products, does not use animal ingredients or by-products in the manufacturing process, and is not tested on animals by any company or independent contractor.

3 different types of vegan certifications are available:

- [PETA Approved](#) (More details [here](#))
- [Vegan Society](#) (More details [here](#))
- [Certified Vegan](#) (More details [here](#))

Let ZALORA know should your products hold any other type of vegan certification or if they are manufactured according to vegan standard.



Not tested on Animals



Beauty products only

Brands which are 'Animal testing free' have banned the usage of cosmetics tests on animals, while Cruelty Free International estimate that over 500,000 animals may be used in cosmetic animal testing worldwide every single year.

There are 3 main 'Animal testing free' certifications :

- [The Leaping bunny](#) - International (via [Cruelty Free International](#)) and US based
- [PETA cruelty free](#) - US based
- [Choose Cruelty free](#) - Australia based



Brands can claim that their products are animal testing free, without being certified. But, the certification is the only way to ensure that the full supply chain is actually cruelty-free: ingredients, ingredient suppliers, formulations, and finished products.



REV

LOWER IMPACT PRODUCTION PROCESS



Lower Impact Production Process

ZALORA aims to inspire customers with conscious fashion choices by tagging products that are manufactured through a process with a lower environmental impact and using less harmful chemicals.

1

Certified Free of Harmful Chemicals

Product holds an OEKO-TEX® or Bluesign® certification.

2

Responsibly Sourced Leather

Leather product holds a Leather Working Group certification.

3

Cradle2Cradle

Product holds a Gold or Silver Cradle2Cradle certification.

4

Solvent Free PU

PU products are certified by LEATHER STANDARD by OEKO-TEX®, PFI, ISO 9001, ISO 14001.

5

Chrome-free tanned Leather

Leather product is certified 'Chrome-free tanned leather' by OEKO-TEX® and/or 'Metal-free tanned leather' according to ISO 15115 (2019).



Certified free of harmful chemicals

Oeko-Tex® is a certification system for raw, semi-finished, and finished textile products at all processing levels, as well as accessory materials used.

Products which are OEKO-TEX® certified means that they are free of harmful chemicals. OEKO-TEX® tests for substances such as banned azo dyes, formaldehyde, pentachlorophenol, cadmium, nickel and other harmful chemicals.

A specific product can only be OEKO-TEX® certified if **every component**, i.e. every fabric, thread, button and other accessories is **certified harmless** to the consumer.

OEKO-TEX® certified suppliers can be found [here](#).



Bluesign® Certified

Certified free of harmful chemicals

Bluesign® is a system of certification for textile production sites which aims at reducing the environmental impact of the production process and guarantees the highest possible degree of consumer protection by setting limit values for chemical substances.

Bluesign® ensures consistent traceability and certification of all processing steps down to the raw materials.

Find out how to become a Bluesign® system partner [here](#).
Example of Bluesign® suppliers can be found [here](#).





Lower Impact Production Process Criteria

Responsibly Sourced Leather

REV

The Leather Working Group (LWG) is a not-for-profit membership organisation for stakeholders across the leather supply chain which developed **audit protocols designed to certify leather manufacturers according to their environmental compliance and performance.**

The Leather Working Group membership ensures that the Brand engage its leather supply chain through these audit protocols, and is supplying from traders or manufacturers that have been audited against the LWG standards.

To find out more about LWG certificates, you may refer [here](#). Here are also some examples of Leather Traders ([here](#)) and Leather Manufacturers ([here](#)).

To be recognized as LWG leather, the product must come from a tannery that has been audited and certified.



Chrome-free tanned Leather

NEW

About 75% of leather made today is chrome-tanned. However, chrome tanning can be harmful to tannery workers and when chromium enters waste streams.

Chrome-free tanned leather means a decreased pollution by the industry, cleaner waste streams and improved biodegradability of the leather product.

Solvent Free PU

REV

Organic solvents are toxic and volatile, which is a harmful factor to the environment. Solvent free PU synthetic leather is extruded directly **without adding organic solvents** in the production and processing process, which has the advantages of low VOC emission and environmentally friendly.





Lower Impact Production Process Criteria

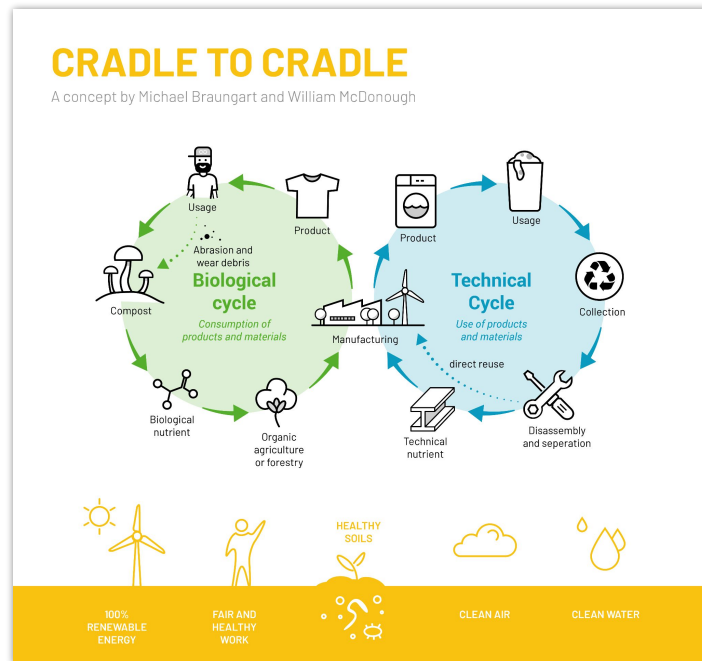
Cradle2Cradle

NEW

Cradle-to-Cradle products are designed so that its materials and components can be repurposed or recycled indefinitely, while also being produced in a responsible manner.

Cradle to Cradle Certified® Product Standards provides the framework to assess the safety, circularity and responsibility of materials and products across Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship and Social Fairness.

Certified products are durable and long lasting. They are also designed to be multipurpose or have a second use once quality diminishes, thus prolonging its shelf life and avoiding waste.





REV

ORGANIC & NATURAL INGREDIENTS



Organic & Natural Ingredients

ZALORA aims to inspire customers with conscious beauty product choices by tagging products that are made with clean or natural ingredients.

1

Natural Ingredients



Products made with ingredients that are non-toxic and safe for the consumer.

2

Organic Ingredients

Products made with ingredients of natural and organic origin.



Organic & Natural Ingredients Criteria

Natural Ingredients



A beauty product that is certified made with natural ingredients is a product that **a majority of ingredients of natural origin**. These products also often avoid harmful ingredients like parabens or phthalates.

The natural ingredient certifications recognized by ZALORA are the following :

- 1) [ECOCERT \(Natural\)](#)
- 2) [NATRUE \(Natural\)](#)
- 3) [ICEA \(Natural\)](#)
- 4) [ISO 16128 \(50% natural\)](#)

Let ZALORA know should your products hold any other type of natural ingredient certification.



Organic Ingredients

A beauty product certified organic must contains **a majority of ingredients of natural origin that are grown organically**, without the use of fertilisers or pesticides.

The organic certifications recognized by ZALORA are:

- 1) [ECOCERT \(Organic\)](#)
- 2) [NATRUE \(Organic\)](#)
- 3) [ICEA \(Organic\)](#)
- 4) [ISO 16128 \(50% organic\)](#)
- 5) [USDA \(Organic\)](#)
- 6) [Soil Association \(Organic\)](#)
- 7) [Brazil Organic Seal](#)



Let ZALORA know should your products hold any other type of organic certification.



NEW

EXTENDED USE



Extended Use

ZALORA aims to inspire customers with conscious product choices by tagging products that are made to prolong the life of a existing product.

1

Upcycled



Transformed by-products, waste materials or unwanted products into new products of better quality and environmental value.

2

Repaired



Products that have been repaired or restored to its original or close to original state.

3

Reusable Packaging



Beauty products that are made to be refillable or being a refill option.



Extended Use Criteria

Upcycled

Upcycled / Renewed products are made from **used fabrics** (*either through a textile process scrap or a used textile product*) that have been repurposed to create a new products. They are made using by-products, waste materials, useless, or unwanted products transformed into new materials or products of better quality and environmental value.

Using renewed / upcycled materials **extends the life cycles of textiles fabrics**, hence decreasing its overall environmental footprint.

Your product would have to be made up of **at least 50%** of renewed / upcycled materials in order to be tagged as 'Extended Use' under ZALORA's Earth Edit.





Extended Use Criteria

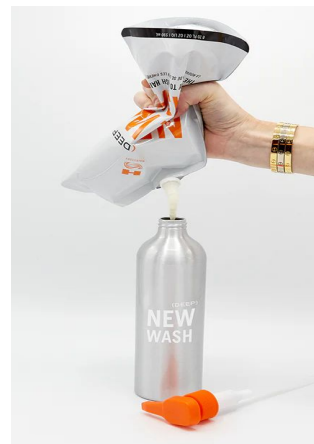
Repaired NEW

Repaired products are restored by replacing or putting together components that were previously torn or broken, to restore the product back to a sound or healthy state. Repairing broken products to be used again enables consumers to prolong the shelf life of a product that would otherwise be thrown away.



Reusable Packaging REV

This criteria is applicable to reusable products that are intentionally made to substitute a version of the same product that is normally disposed after one use. It is also applicable to self-care or cleaning products that are refillable or are a refill option for consumers.





Removed Tags & Criteria

Earth Edit Tag	Criteria
Sustainable Materials	Linen Hemp Jute Alpaca Wool Bio-based materials or leather alternatives Vegetable Tanned Leather Roundtable on Sustainable Palm Oil (RSPO) certified Responsibly sourced wood, paper, rubber or bamboo
Eco-Production	Manufactured Locally Manufactured using water saving technologies Renewable energy used in production Carbon neutral certified Certified zero waste to landfill Energy efficient item EU Ecolabel certified

Note:

Our list of Earth Edit criteria will grow and evolve overtime as we seek to inspire our brand partners to join us on our sustainability journey.

Therefore, please do not hesitate to share with us the sustainability attributes of your products as you deem fit.



Removed Tags & Criteria

Earth Edit Tag	Criteria
Animal Friendly	Non-mulesed wool
Community Engagement	Brand donates 1% or more of all profits to charity Brand donates to charity through the purchase of this product Brand with a social mission (not for profit or certified B-Corp) Manufactured using traditional artisan techniques
Fair Production	Responsible Jewellery Council certified Certified to fair trade principles
Clean Beauty	Made free from harmful ingredients
Circular by Design	Single-use alternatives Designed for Circularity

Note:

Our list of Earth Edit criteria will grow and evolve overtime as we seek to inspire our brand partners to join us on our sustainability journey.

Therefore, please do not hesitate to share with us the sustainability attributes of your products as you deem fit.



VERIFICATION PROCESS



General Verification Principles

For any product to be tagged as part of ZALORA Earth Edit, the information submitted for assessing of the product compliance will be **verified internally** by ZALORA either via:

1. A public claim on the Brand's website including the relevant information (e.g. the product page or other information page with detail on the products included)
2. Any other document provided by the Brand that proves the claim related to the specific product (Photographic evidence of the physical item label/package) or to the Brand (certification document).
3. A third-party certification website with relevant information related to the product or brand.

→ Suppliers need to submit one of the above supporting proof through the [Earth Edit submission form](#) to validate their claim(s) and help ZALORA to verify that the product meets our specific criteria.

→ It is expected brands will hold certifications to at least the fabric stage (ie the fabric was certified to the mill stage). Brands should ensure that they have met all the requirements of the applicable certification bodies and hold the relevant and valid licenses required to make the claim.



Textile Materials Verification

In order for your products to be tagged as “Organic Materials”, “Responsibly Sourced Materials” or “Recycled Materials” on ZALORA’s website, it is **highly crucial** that your products’ material information provided contains both:

- the **material composite %**; even if it is a 100%; to verify the required material threshold (%)
- the **exact type of material** as listed in the criteria below

- . Recycled Fibres (Polyester, Polyamide, Acrylic, Wool) $\geq 50\%$
- . Tencel™ Modal or Lyocell $\geq 50\%$
- . Responsibly Sourced linen, hemp or viscose $\geq 50\%$
- . Organic cotton $\geq 50\%$
- . Australian Cotton $\geq 60\%$
- . Recycled cotton, linen or hemp $\geq 30\%$
- . Recycled Elastane = All elastane content in product
- . Responsibly Sourced Down = All down content in product

This material composition provided will be verified through our standard content process against the **physical item label or with your Brand’s website**.

✂ **Material** 94% Recycled Polyester, 6% Elastane

✂ **Material** 100% Tencel™ Lyocell



Organic or Recycled Materials Verification

In order for your beauty products to be tagged as “Organic Materials” or “Recycled Materials” on ZALORA’s website, these proofs are needed for verification.

Criteria	Proof Needed
All Organic Materials ≥ 50%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. Proof of OCS / GOTS / European Flax Organic™ certification c. A picture of the item label or packaging including the relevant information.
All Recycled Materials ≥ 50%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. Proof of GRS / RCS certification c. A picture of the item label or packaging including the relevant information.



Responsibly Sourced Materials Verification

In order for your products to be tagged as “Responsibly Sourced Materials” on ZALORA’s website, these proofs are needed for verification.

Criteria	Proof Needed
Responsibly Sourced Acetate, Viscose, Modal or Lyocell ≥ 50%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A picture of the item label or packaging including the relevant information. c. A FSC / PEFC / Lenzing / Birla / Tencel™ / Eastman Naia certificate.
Responsibly Sourced Wool or Down ≥ 50%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A link to the Responsible Animal Fiber certified company list including the Brand name. c. A brand’s RWS / RMS / RAS / RDS certificate or picture of product label.



Responsibly Sourced Materials Verification

In order for your products to be tagged as “Responsibly Sourced Materials” on ZALORA’s website, these proofs are needed for verification.

Criteria	Proof Needed
Fairtrade Cotton	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A picture of the item label or packaging showing Fairtrade certification.
Responsibly Sourced Cotton ≥ 50%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A picture of the item label or packaging showing Australian Cotton / BCI Physical Segregation / CmiA / REEL Cotton / US Cotton Trust Protocol certification.
Responsibly Sourced Linen ≥ 50%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A picture of the item label or packaging showing REEL Linen / European Flax™ certification.



“Animal Friendly” Verification

In order for your products to be tagged as “Animal Friendly” on ZALORA’s website, these proofs are needed for verification:

Criteria	Proof Needed
Vegan (PETA)	A proof that the product is vegan through: - A link to the Brand’s website including the relevant claim to the specific product Or a proof that the brand manufacture only Vegan products through : - A link to a public commitment from the Brand to manufacture only vegan products. - A link to the following certifications sites with the Brands name: Vegan.org certification list, Vegan society list, Peta approved <i>Only footwear, beauty products or other products intended to be a substitute to a leather or fur based product can be tagged as Vegan on ZALORA.</i>
Not tested on animals <i>*Beauty products only</i>	- A link to the Brand’s website including a claim specifying the animal testing free certification hold by the brand - A link to the third party certification website - Leaping Bunny company list (US companies only), Cruelty Free International's Leaping Bunny company list (international and US companies), PETA beauty without bunnies company list, or CCF company list - including the name of the Brand.



“Lower Impact Production Process” Verification

In order for your products to be tagged as “Lower Impact Production Process” on ZALORA’s website, these proofs are needed for verification:

Criteria	Proof Needed
OEKO-TEX® Certification	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. The testing institute and OEKO-TEX® certification number allowing to verify on OEKO-TEX® label check that the individual item is listed and the certificate is still valid. c. A picture of the item label or packaging including the OEKO-TEX® logo.
Bluesign® Certification	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A link to the to the Bluesign® membership list including the Brand name. c. A picture of the item label or packaging including the Bluesign® logo.
Responsibly Sourced Leather <i>*Leather must be the main component of the product</i>	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A public commitment from the Brand stating the % of certified leather used and a link to the Leather Working Group member list including the Brand name.



“Lower Impact Production Process” Verification

In order for your products to be tagged as “Lower Impact Production Process” on ZALORA’s website, these proofs are needed for verification:

Criteria	Proof Needed
Chrome-free tanned Leather	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. Proof of Oekotex: “chrome-free tanned leather” certification or proof of ISO 15115 (:2019) “metal-free tanned leather” certification
Solvent Free PU	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. Proof of LEATHER STANDARD by OEKO-TEX® or PFI
Cradle2Cradle	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. Proof of Cradle2Cradle certification, graded Silver or Gold c. A picture of the item label or packaging including the relevant information.



“Organic & Natural Ingredients” Verification

In order for your products to be tagged as “Organic & Natural Ingredients” on ZALORA’s website, these proofs are needed for verification:

Criteria	Proof Needed
 Natural Ingredients <i>*Natural ingredients must make up at least 95% of the product</i>	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. Any documentation showing products is certified by ECOCERT, NATRUE, ICEA, ISO 16128 (50% natural or organic), USDA (Organic), Soil Association (Organic) or Brazil Organic Seal c. A picture of the item label or packaging including the relevant information.
Organic Ingredients <i>*Organic ingredients must make up at least 50% - 70% of the product</i>	



“Extended Use” Verification

In order for your products to be tagged as “Extended Use” on ZALORA’s website, these proofs are needed for verification:

Criteria	Proof Needed
Upcycled	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A picture of the item label or packaging including the relevant information.
Repaired 	
Reusable Packaging 	a. The product is a beauty, skincare or body care that is intended to be refillable or to refill the packaging of the original product. b. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included).



FAQ

FAQ



Q: What category does the Earth Edit cover?

A: The Earth Edit tag is applicable to fashion, beauty and home textile brands and it will evolve overtime as we seek to inspire our stakeholders to join us on our sustainability journey. We welcome any inputs from the brands to help expand our Earth Edit criteria.

Q: Is there a minimum number of SKUs to be featured per brand?

A: No, we do not have a minimum requirement on the number of skus to be featured in our Earth Edit range. As long as the individual product has proved to be meeting our Earth Edit criteria, it will be eligible to be tagged in the Earth Edit range.

Q: How long does it take to process the verification?

A: The verification process usually takes about 1-2 weeks, depending on the number of SKUs in the submission. Once the SKUs have been approved, the Earth Edit tag should go live onsite within a few business days.

Q: Is certification needed for each product in order to list under Zalora's Earth Edit?

A: Yes, some certifications are product specific (eg. OEKO-TEX Standard) and some are brand level certifications (eg. Animal Testing Free Certificate). It is expected brands will hold certifications to at least the fabric stage (ie the fabric was certified to the mill stage). Brands should ensure that they have met all the requirements of the applicable certification bodies and hold the relevant and valid licenses required to make the on-product claim.

FAQ

**Q: Are bags made with recycled materials eligible to join Earth Edit?**

A: Yes, if the bags are made of more than 50% of recycled materials or meet any of the Earth Edit criteria, they are eligible for Earth Edit tag provided that the exact composition of the recycled materials can be found publicly on the product's website.

Q: Does the whole components of the product need to be made of recycled materials to be eligible for Earth Edit tag?

A: Earth Edit materials criteria require for the product to consist of 50% or more of the relevant recycled material, with the exception of recycled cotton, recycled linen and recycled hemp, for which the minimum composite is 30%.

Q: Is it possible to combine Earth Edit tags on a product which is made from different materials or have several certifications?

A: It is possible for products to be tagged under 2 or more Earth Edit tags, ie. a product that is made of 100% organic cotton and is also OEKO-TEX certified would be tagged under 'Organic Materials' and 'Lower Impact Production Process'. Do note that if the source of the pre-consumer materials are from the brand's own facility, only then the product is eligible to be tagged under Earth Edit range.



For any other questions or clarifications, kindly reach out to our team at earth_edit@zalora.com

CONTACT US