



THE VERY GROUP

The Very Group  
X  
Re-Fashion



### Customer Takeback Scheme

At The Very Group, our mission is to **make good things easily accessible to more people**. We provide our customers with flexible ways to get the products they want, when they need them.

As a business built on values we also recognise the part we play in addressing our impacts and want to support our customers to make more sustainable decisions. That is we are partnering with Re-fashion to launch a customer takeback scheme starting with women's clothing. We are working with Re-Fashion to encourage our customers and colleagues to give their unwanted clothing a new lease of life.

The Very Group has in excess of 4 million customers, by partnering with Re-fashion we are able to simplify the process of finding a new home for unwanted clothing at no cost to them. By enabling our customers to play a part in the fight against climate change, we are staying true to our purpose of making good things easily accessible to more people.

### Refashion

Similar to The Very Group, Re-Fashion is an organisation driven by its clear purpose; **to reduce fashion's impact on the environment**.

In order to do this Re-Fashion take people's unwanted clothing and resell them through an online platform with funds raised supporting charities and sustainability projects.

Steve Lyons, Co-Founder of Re-Fashion says "We believe the future of fashion is circular and want as many people to experience the benefits of donating and shopping second hand."

The partnership will launch with a targeted email to a select group of Very customers, introducing them to Re-Fashion and inviting them to request a bag from Re-Fashion which can then be filled with good quality clothing and returned free of charge.

*"At Very we recognise the responsibility we have for our product and are keen to ensure we give customers the option to use them in a more sustainable way. That's why we're excited to have launched our partnership with Re-Fashion, it enables our customers to send on clothes they no longer wear to be reused for others to enjoy" -Carly Bilsbrough, Head of CSR*



Littlewoods



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## Climate Impact

The aim of the partnership is to reduce the amount of good quality, wearable clothes ending up in landfill by encouraging as many of The Very Group's customers as possible to give their unwanted clothes to be loved again and live a second life.

According to WRAP, 350,000 tonnes (or £140m worth) of good quality, wearable clothes are sent to landfill each year. Demand for clothes continues to rise and support is needed to encourage new markets which divert used clothing away from disposal.

The clothing industry is known for having a high environmental footprint which is why there is a need to develop more sustainable options not only when buying clothing but also during use and at end of life.

The partnership launched between The Very Group and Re-Fashion forms a key part of our sustainability strategy and directly impacts on our ability to implement the [UN Sustainable Development Goals](#), particularly Goals 12 and 13.



*350,000 tonnes of unwanted clothing end up in UK landfill every year*

*350,000 tonnes of clothing equates to approximately 1 billion items*

*The single best thing we can do for the planet is to cut down on our consumption of clothes and reuse them*

## Declutter and do good

Give your unwanted clothes a second life and raise money for charity.

[Order a free donation bag](#)

Re  
Fashion

### How does it work?

The donation process has been made as simple and convenient as possible.

- Customers order a donation bag online via this [link](#)
- Declutter their wardrobe and fill up their donation bag
- Post the bag back free of charge to Re-fashion who will find their clothing a new home

By doing this customers and colleagues alike are paving the way to a more sustainable future.