

fashionette AG / Key word(s): Sustainability

fashionette AG introduces new sourcing policy for suppliers and establishes sourcing commitment to endorse animal and species welfare

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- No sale of products containing materials from exotic and protected animals, including but not limited to alligators, crocodiles, snakes, ostriches, corals, shells, snails and turtle shells, and products made of angora wool and non-certified mohair wool
- Commitment to a fur-free assortment in accordance with the Fur Free Retailer Program
- Publication of a binding sourcing policy to ensure supplier compliance

Dusseldorf, 28 October 2021. fashionette AG ([ISIN DE000A2QEFA1](#) / [GSIN A2QEFA](#)) a leading European data-driven e-commerce group for premium and luxury fashion accessories, publishes a transparent sourcing policy and defines minimum requirements for the use of specific fibers and materials for products sold through its online platforms [fashionette.com](#) and [brandfield.com](#).

fashionette AG is aware of the importance of responsible sourcing and the potential environmental and social impacts that purchasing decisions can create. In its Code of Conduct, the fashionette-group already obliges its business partners to comply with fair and safe labor practices, environmental protection and ethical business behavior. With the sourcing policy, the group has now published an addendum that supports the transition to a fair, sustainable and circular economy.

Developed in accordance with the "Five Freedoms" of the OIE (World Organization for Animal Health) and the guidelines of the Fur Free Retailer Program, fashionette AG has defined sourcing standards for animal and species protection. Consequently, the online platforms of fashionette AG are not selling products that contain materials from exotic animals, such as leather and skin from alligators, crocodiles, lizards and snakes, as well as down and feathers from ostriches. Furthermore, the group abstains from offering products made of protected corals, shells, snails and turtle shells as well as angora wool and non-certified mohair wool.

In addition to that, fashionette AG defines specific sourcing requirements for the product categories jewelry and beauty to ensure the purchase of ethically sourced products. In accordance with applicable EU regulations, the group obliges its jewelry suppliers to prove that diamonds and gemstones have a safe origin and that their products are nickel-free, lead-free and cadmium-free. With the sourcing policy, the beauty suppliers commit to following the EU regulations concerning beauty formulations, ingredients, packaging, labeling and package inserts as well as to exclude animal testing.

"Our sustainability efforts are strongly supported by our employees and are embedded in our corporate culture. The increasing demand from our customers for sustainable products has confirmed our decision to establish a binding sourcing policy," said Daniel Raab, CEO of fashionette AG. "With this policy, we want our suppliers to be accountable and raise our collaboration on an even more transparent and trusting basis. By openly demanding our minimum

product requirements, we want to contribute to the development of even more sustainable products, in order to offer our customers an ethically sourced assortment."

Detailed information:

The sourcing policy is available in the Corporate Governance section of the fashionette [corporate website](#).

To not miss any publications or news about fashionette AG, please register [here](#) for all Investor Relations mailings.

About fashionette:

fashionette AG is a leading European data-driven e-commerce group for premium and luxury fashion accessories. With its online platforms [fashionette.com](#) and [Brandfield.com](#), the group offers not only inspiration, but a curated assortment of premium and luxury handbags, shoes, small leather goods, sunglasses, watches, jewelry and beauty products from more than 300 brands, including own brands. Reinforcing more than ten years of fashion accessory experience, fashionette AG developed a compelling proprietary IT and data platform using cutting-edge technology and artificial intelligence to make personalized online shopping of premium and luxury fashion accessories available to all women in Europe. For more information about fashionette AG, please visit [corporate.fashionette.com](#) or the online platforms [www.fashionette.com](#) and [www.brandfield.com](#).

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