



# ASOS Animal Derived Materials Policy

## for all ASOS own brands

These are brands and labels where ASOS is responsible for design and/or production.  
These are:

- ASOS Design
- ASOS Luxe
- ASOS 4505
- ASOS Collective
- ARRANGE
- Collusion
- Reclaimed Vintage
- Topshop
- Topman
- Miss Selfridge
- Weekend Collective

<b>Scope:</b>	Own-brands and Partner Brands
<b>Effective from:</b>	May 2026
<b>Last reviewed:</b>	March 2025
<b>Owner:</b>	Chemical Compliance Team
<b>Version:</b>	V.16

## Introduction

This policy forms part of our commitment to uphold the ASOS animal welfare principles for all animal derived fibres and materials we source.

## Policy scope

All ASOS own-brand suppliers, partner brands, Marketplace sellers and their supply networks must comply with the Animal Derived Materials Policy (“Policy”).

## Key principles

Animal derived materials must:

- Be a by-product<sup>1</sup> of the meat industry and **must not** come from animals slaughtered specifically to produce fashion or beauty products.
- Come from animals reared, transported and slaughtered under industry best practice standards, based on the Five Domains<sup>2</sup>:
  1. Good nutrition
  2. Good environment
  3. Good health
  4. Appropriate behaviour
  5. Positive mental experience
- **Not** come from vulnerable, endangered, exotic or wild caught species.
- Undergo fibre composition or fibre identification testing to ensure prohibited materials are not being used.
- Undergo supplier and ASOS due diligence checks to ensure they comply with this Policy.
- Be clearly labelled with fibre composition on the product care label.

## Prohibited animal derived materials

The following animal materials must **not** be used in products sold through any of ASOS’ websites,

- **VULNERABLE AND ENDANGERED SPECIES** - Species appearing on either the International Union for the Conservation of Nature ([IUCN](#)) or the Convention of International Trade in Endangered Species ([CITES](#)) lists.
- **FUR** - Real fur including Mongolian lambs’ fur and Karakul<sup>3</sup> lambskin pelts from aborted or newborn lambs

- SILK
- ANGORA & OTHER RABBIT HAIR
- BONE, HORN, CORAL, PEARL, SHELL (including MOTHER OF PEARL) & TEETH

## Permitted animal derived materials

The following animal materials can be used in products sold through any of ASOS' websites, with some exceptions:

### FEATHERS & DOWN, ALPACA, MOHAIR

- ASOS is a member of [Textile Exchange](#) and accepts certification to their recognised standards.
- Exceptions have been made for certain materials for a small number of 3<sup>rd</sup> party brands and ASOS own brands, that can demonstrate high animal welfare standards and traceability through Textile Exchange Standard certifications.
- Products containing these fibres must be certified to Textile Exchange standards<sup>6</sup> to be permitted to be sold on ASOS platforms.
  - [Responsible Alpaca Standard](#)
  - [Responsible Down Standard](#)
  - Recycled down feathers can be used if certified to GRS or RCS but cannot be blended with un-certified down.
    - We do not allow down feathers from swans, only from duck and geese.
      - Feather or down from greylag geese are banned due to the risk that they have been force-fed to produce foie gras.
    - See the ASOS Global Clothing Testing Manual for feather and down testing requirements.
    - Feathers are only permitted under the RDS for down filled products. I.e. not permitted for feather trims.
  - [Responsible Mohair Standard](#)
- The Alpaca, Down, Mohair standards will become one, [Materials Matter Standard](#), starting from December 31<sup>st</sup> 2026.

### CASHMERE

- Own Brand: Only cashmere certified with the following standard, [The Good Cashmere Standard](#)<sup>8</sup>,<sup>6</sup> is permitted in products to be sold on ASOS platforms.
- Approved 3<sup>rd</sup> party brands can use The Good Cashmere Standard<sup>8</sup>.
- Approved 3<sup>rd</sup> party brands can use Sustainable Fibre Alliance.<sup>7</sup>
- Recycled cashmere can be used if certified to GRS or RCS but cannot be blended with un-certified cashmere.

## LEATHER & SKIN

- Species only from cow, buffalo, sheep, goat or pig, sourced as a by-product of the meat industry and from producers with good animal husbandry<sup>2</sup> should be used.
- Leather or skin with hair or wool on are accepted from the above species only, including shearling/sheepskin.
- Leather or skin must not be obtained from aborted animals i.e. slink and karakul, while the animal is still alive.
- Leather or skin must not be obtained from animals kept in confinement systems i.e. in veal or sow crates.
- Leather or skin must not be obtained from wild-caught animals, exotic animals, or vulnerable and endangered species.
- All leather must meet the UK/EU law<sup>8</sup> on deforestation regulations. You must be able to provide evidence, on request, that your products are sourced from regions free from recent deforestation or any involvement in forest degradation.
- Undergo fibre identification (ISO 17131:2020) testing to identify leather and distinguish it from other materials.
- ASOS encourages all suppliers to source leather skins with a Gold, Silver or Bronze – [Leather Working Group certification](#).

## WOOL

- Sheep and lamb wool must be sourced from producers with good animal husbandry.
- Merino wool must **not** be sourced from farmers who practice mulesing<sup>4</sup>.
- ASOS encourages all suppliers to source wool from Textile Exchange, [Responsible Wool Standard<sup>5</sup> \(RWS\)](#)
- Recycled wool can be used if certified to Textile Exchange, GRS or RCS, but cannot be blended with un-certified recycled wool. Any blending must comply to certification standard requirements.
- Organic wool can be used if certified to GOTS or OCS, but cannot be blended with un-certified organic wool. Any blending must comply to certification standard requirements.
- From December 31<sup>st</sup> 2026 the individual Textile Exchange standards will be within the one [Materials Matter Standard](#).

## OTHER ANIMAL HAIR

- Only cow, buffalo, yak, horse, and goat from producers with good animal husbandry can be used in products.
- Hair must not be obtained from vulnerable or endangered species.
- Hair must not be harvested by live plucking.
- Animal hair must not be used in make up or shaving brushes.
- Synthetic alternatives must be clearly labelled as synthetic.

## Additional policy points

### ANIMAL TESTING

- No product sold on ASOS.com should be tested on animals.
- In accordance with the EU animal testing ban that came into effect on 11th March 2013, brands selling cosmetic products in the EU through any of ASOS' websites must comply with the requirements of EU law.
- ASOS supports a worldwide ban on animal testing. However, ASOS recognises some beauty brands selling through ASOS' websites, who also sell their products through other channels, may still be testing on animals if required by local market regulations.

### ANIMAL IMAGERY

- Animal imagery or materials featured on products sold through any of ASOS' websites or used for marketing, production and communication purposes must be sensitive to animal welfare issues, such as the depiction of animals in captivity, and must comply with ASOS' Animal Derived Material Policy. If you do not meet these requirements ASOS reserves the right to remove the stock off the website.
- Animals and animal derived materials which are prohibited in this Policy must not be used for marketing, production and communication purposes.

### SUPPLY NETWORK RESPONSIBILITIES

ASOS requires all suppliers and brands to:

- Share this Policy with their sourcing teams and their supply network.
- Request the name of the species of animal used in our products (both common and scientific name) and the country of origin of where the animal was reared from the material supplier, and share this information with ASOS.
- Test materials for fibre composition and submit third-party lab test report to the ASOS Technical team prior to product shipment (Own brand only).
- Clearly label the type of animal derived fibre on the product care label.
- Include the term 'faux fur' on the product care label and description of products containing faux animal materials (for example faux fur or borg fabrics).
- Visually check all products to ensure they comply with this policy prior to shipment.
- Be aware that ASOS conducts visual product spot checks and third-party lab testing on any materials thought to be prohibited. Products contravening this Policy will be removed from sale immediately and returned to the supplier at the supplier's cost.
- Discuss any concerns with ASOS Technical or Compliance teams.

### Further explanations

<sup>1</sup> Animals should only be reared and slaughtered for the food industry. E.g. a cow should not be slaughtered specifically for its skin.

2. <https://textileexchange.org/app/uploads/2023/10/Textile-Exchange-and-animal-welfare.pdf> The Five Domains model was created by Prof. Emeritus D.J. Mellor, is widely used in animal legislation, and recognised by many animal welfare stakeholder groups. This has been adopted as the foundation of higher animal welfare standards globally. Any animal materials in products supplied to ASOS must come from animals treated according to the recommendations on animal welfare set out by the World Organisation for Animal Health (OIE) in their Animal Health Codes and the UK's Farm Animal Welfare Committee (FAWC) in their Five Domains. These higher welfare standards are referenced throughout this policy under the term "good animal husbandry".
3. Karakul lambskin fur has several names. The fur from foetal lambs is called karakulcha, cha or broadtail. Fur from newborn lambs is known as karacul, caracul, qaraqul, astrakhan, swakara, swartkoppersie krimmer, nakara, blackhead Persian or Persian pelts.
4. Mulesing involves cutting away flesh from a sheep's rump, often without anaesthetic, in an attempt to produce a smooth wool-free area that is less attractive to flies.
5. Textile Exchange's standards promote good animal welfare, traceability and responsible land management practices among producers.
  - [Responsible Alpaca Standard](#)
  - [Responsible Down Standard](#)
  - [Responsible Mohair standard](#)
  - [Responsible Wool Standard](#)
6. Good Cashmere Standard® (GCS) is an independent standard for cashmere, developed by the Aid by Trade Foundation (AbTF), that aims to improve the welfare of cashmere goats, the working conditions of the farmers.
  - [Good Cashmere Standard®](#)
7. [Sustainable Fibre Alliance](#)
8. [EU law on deforestation regulations](#)