



ASOS Circular Design Collection Policy

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ASOS Circular Design Collection Policy

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Background & Context

A circular economy is an alternative to the traditional linear economy of make, use and dispose. Under a circular economy, products, components, and materials are kept in use for as long as possible to extract the maximum value; this can include initiatives such as reuse, repair, resale and recycling.¹

Our Fashion With Integrity programme aims to support the scaling of a circular economy. Underpinning our strategy are key partnerships with [the Ellen MacArthur Foundation](#) and [Textiles 2030](#), whose guidance we rely on to define what circular design means at ASOS.

[The Ellen MacArthur Foundation](#) – a charity committed to accelerating the transition to a circular economy – has defined a vision of a circular economy for the fashion and textile industry as one where we design products to be made to be used more, made to be made again and made from safe and recycled or renewable inputs. ASOS has been a Member of [the Ellen MacArthur Foundation](#)'s Network since 2018. [The Ellen MacArthur Foundation](#) brings together leaders from across the fashion industry to accelerate the transition to a circular economy in order to tackle challenges such as climate change, biodiversity loss, waste and pollution. ASOS was a participant of the Ellen MacArthur Foundation's '[The Jeans Redesign](#)' from 2021 to 2023 – a project that demonstrated how jeans can be designed and made for a circular economy.

Alongside [the Ellen MacArthur Foundation](#), ASOS has been a signatory to [Textiles 2030](#) since 2021. This is a voluntary initiative by WRAP, funded by its signatories and the UK government. Signatories are collaborating on science-based carbon and water targets, working together to introduce more circular approaches to their business and contributing to discussions around policy development for textiles in the UK.

Our approach to circular design is guided by the definitions and guidance of these leading industry organisations, and we will continue to align our approach and requirements to ensure this policy reflects best practice. More information about changes made to the policy following this guidance can be found in the Appendix.

Commitments & Objectives

The objective of this policy is to support our Fashion With Integrity commitments to circularity by:

- Defining our ASOS circular design strategies in detail to ensure requirements are understood across all ASOS commercial teams and by suppliers.
- Ensuring due diligence is conducted across the supply chain to adhere to the policies, processes and requirements set.
- Ensuring ASOS can substantiate any environmental claims in association with circular design.

Policy Scope

This Circular Design Collection policy outlines our approach to circular design at ASOS. It covers the application of the ASOS circular design requirements across own brand clothing. It does not cover the application of circular

¹Textiles 2030, 2023, Circular Design Toolkit: The Circular Economy

design across non-clothing, footwear, or third-party products. The Circular Design Collection policy is applicable to ASOS.com Limited and its group companies, and it also applies to our own brand suppliers through the ASOS Environmental Claims Policy which is available on the ASOS Supplier Extranet.

Definitions

Circular Design Strategy: a design strategy that describes certain objective circular design criteria requirements within a life cycle phase, such as designing for physical durability. A certain number of design strategies must be met in order to achieve Gold or Silver standard, some of which are mandatory. The exact criteria are set out in the Circular Design Collection Policy requirements.

Circular Design Collection Product: a product that is verified as adequately meeting circular design requirements to achieve either Gold or Silver standard.

Governance

The Circular Design Collection policy is managed by the ASOS Sustainability Team.

The policy will be reviewed annually to review its effectiveness and ensure that the criteria and evidence requirements are continually aligned to leading industry practice. However, this does not mean that changes cannot be made sooner than annually if required, such as due to changes in legislation, and continual horizon scanning to monitor such changes will be in place. When such changes are made, an updated version of this policy will be communicated to internal and external stakeholders by the ASOS Sustainability Team within 2 months from the change being made.

ASOS Circular Design Collection Policy Requirements

This section details the requirements for products in the ASOS Circular Design Collection. These requirements were last updated in 2023 to align with the [Textiles 2030 Circular Design Toolkit](#). Further details about the changes made can be found in the Appendix.

Circular Design Strategies

Our definition of circular design is underpinned by seven circular design strategies under four lifecycle phases as illustrated below.

Raw Materials	Production	In Use	After Use
<ul style="list-style-type: none">- Recycled materials- Renewable and regenerative materials	<ul style="list-style-type: none">- Minimise processing impacts- Minimise material waste	<ul style="list-style-type: none">- Design for physical durability- Design for versatility	<ul style="list-style-type: none">- Design for recyclability

A product that is designed to be fit for a circular economy at ASOS should use a combination of these strategies to address all four of the lifecycle phases. As this may not always be technically possible or feasible, we have split the requirements into Gold and Silver, based on which/how many circular design strategies are achieved at each phase. The mandatory and optional strategies are shown in the table below:

ASOS Lifecycle Phase	ASOS Circular Design Strategies	Gold	Silver
		Mandatory (Y/N)	Mandatory (Y/N)
Raw Materials	Recycled materials	Y	Y
	Renewable and regenerative materials	Y	Y
Production	Minimise processing impacts	Y	Y
	Minimise material waste	N	N
In Use	Design for physical durability	Y	Y (choose one)
	Design for versatility	N	N
After Use	Design for recyclability	Y	Y (choose one)

Products must meet the Silver standard as a minimum to be included in the Circular Design Collection. To achieve Silver, products must address both the Raw Materials and Production lifecycle phases and at least one other lifecycle phase (either In Use or After Use).

To achieve Gold standard, the product must address all four lifecycle stages (Raw Materials, Production, In Use and After Use) and the specified circular design strategies.

ASOS product development and sustainability teams will advise which circular design standard (Gold or Silver) and which circular design strategies suppliers need to meet for each specific product.

ASOS Gold standard for denim – [The Jeans Redesign](#)

For a denim product to be included in the ASOS Circular Design Collection, it must at a minimum meet the Silver Standard requirements. However, ASOS has based the Gold standard for denim on the minimum requirements of [The Jeans Redesign Guidelines](#), which define the requirements to make jeans in accordance with the principles of

a circular economy. ASOS' specific requirements for Gold standard denim are detailed in the criteria and evidence tables below, where they vary from or exceed requirements of the ASOS Circular Design strategies. Silver standard requirements for denim products apply as per other product types.

Requirements & Evidence

The circular design strategies are underpinned by criteria and evidence requirements which must be met and are defined in the following pages of this policy. Circular design is an iterative process, and we continue to learn from industry peers and thought leaders in this space, so we can refine our design strategies as they evolve over time. This means that the requirements are subject to change in line with emerging guidance.

Additionally, due to the rapidly changing nature of circular design, testing and technologies, we will consider new potential sources of evidence as part of the periodic review cycle, which will be subject to review by the ASOS Sustainability Team and only accepted when we are satisfied that the evidence robustly verifies that the criteria is met.

Lifecycle Phase:	Raw materials
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- All products must be made from a minimum of 98% recycled, renewable and/or regenerative materials, by weight, in the total textile composition, with a 2% leeway for 'other' fibres. The total textile composition includes fabric, interlinings, pockets, and labels but excludes threads, zipper tape and hardware components. There is a minimum recycled fibre percentage that must be met (detailed below), then the remaining fibre percentage within the product (if applicable) must come from a renewable or regenerative fibre source.
- For [The Jeans Redesign](#) (Gold standard denim), products must adhere to the same recycled, renewable and/or regenerative material rules detailed within this policy, with the exception of being made from a minimum of 98% cellulose-based fibres (this includes, but is not limited to: cotton, hemp, linen, lyocell, modal, and viscose). Mono-material garments should be prioritised over garments made out of multiple material blends. Both pre- and post- consumer recycled material can be used and must come from the recycling of textiles only. Post-consumer recycled material should be prioritised over pre-consumer recycled material.
- This lifecycle phase is mandatory for both the Silver and Gold standard.
- Only certain standards are accepted for recycled, renewable and regenerative materials – the reasoning for this is explained in the Appendix.

Circular Design Strategy:	Recycled materials
Supporting Notes:	All products must contain a minimum recycled fibre percentage as specified in the criteria below, and both pre- and post- consumer recycled materials are accepted. These are defined as: ²

² <https://textileexchange.org/app/uploads/2021/02/Global-Recycled-Standard-v4.0.pdf>

	<p><i>Pre-consumer material: material diverted from the waste stream during the manufacturing process.</i></p> <p><i>Post-consumer material: material generated by households or by commercial, industrial, and institutional facilities in their role as end-users of the product that can no longer be used for its intended purpose.</i></p> <p>It is important to note that Textiles 2030 state “the process (mechanical or chemical) that is used to create the recycled material can affect its quality, as some methods can damage the fibres more than others. Often, recycled content will need to be blended with virgin fibres to maintain the quality, durability and performance required, meaning it is currently difficult to source 100% recycled materials³.” ASOS has set minimum recycled fibre percentages for different materials, as detailed below, and in some cases allow blends with virgin renewable and/or regenerative fibres.</p> <p>Once the recycled rule is met, the remaining fibre percentage within the product (if applicable) must come from a renewable and/or regenerative fibre source (see ‘Renewable and regenerative materials’ circular design strategy).</p> <p><u>Only materials certified to the standards listed below are acceptable to meet this requirement.</u></p> <p>If the Transaction Certificate hasn’t been received by the time product is being offered for sale to customers, suppliers must complete the ASOS Circular Design Collection Supplier Declaration Form (see the process for this set out in the tables below), confirming fabric composition is accurate and correct (to be received and checked by ASOS prior to product being offered for sale to customers).</p> <p>For The Jeans Redesign (Gold standard denim), products must adhere to the same recycled, renewable and/or regenerative material rules detailed within this policy, with the exception of being made from a minimum of 98% cellulose-based fibres (this includes, but is not limited to: cotton, hemp, linen, lyocell, modal, and viscose). Mono-material garments should be prioritised over garments made out of multiple material blends. Both pre- and post-consumer recycled material can be used and must come from the recycling of textiles only. Post-consumer recycled material should be prioritised over pre-consumer recycled material.</p>
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Criteria	Evidence
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³ [Textiles 2030 Circular Design Toolkit](#), an introduction to design for circularity, pg 23

1	<p>The total textile composition, by weight, must contain a minimum of 50% recycled content. Blends are permitted as long as the finished product contains at least 50% recycled content.</p> <p>Exceptions apply to:</p> <ul style="list-style-type: none"> - Synthetics: for a product containing synthetics, these must all come from a recycled source, i.e. no virgin synthetics are allowed in the product. - Cotton: for a product made entirely of cotton, a minimum of 20% of the textile composition must be recycled cotton. 	<ul style="list-style-type: none"> - GRS/RCS Scope Certificate at CMT level, showing correct material composition and in date. This must be uploaded to Trimco Track & Trace by the supplier and checked by the ASOS Sustainability Team prior to placing an order with supplier. - GRS/RCS Transaction Certificate, at final product level (from CMT to ASOS), sent to ASOS within 3 months of product shipment. This must be uploaded to Trimco Track & Trace by supplier and checked by the ASOS Sustainability Team. - If the Transaction Certificate hasn't been received by the time the product is being offered for sale to customers, suppliers must complete the ASOS Circular Design Collection Supplier Declaration Form, confirming fabric composition is accurate and correct (to be received and checked by ASOS prior to product being offered for sale to customers). Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com and return completed form back to them.
2	<p>The recycled materials must be certified to either the Global Recycled Standard (GRS) or Recycled Claim Standard (RCS) at final product level.</p>	

Circular Design Strategy:	Renewable and regenerative materials
Supporting Notes:	<p>This circular design strategy applies once the recycled fibre content rule under the 'Recycled materials' strategy has been met – i.e. the remaining fibre percentage (if applicable) must come from a renewable and/or regenerative fibre source as defined below. Accepted materials <u>only include the organic cotton, regenerative cotton and branded viscose fibres specified below.</u></p> <p>For The Jeans Redesign (Gold standard denim), products must adhere to the same recycled, renewable and/or regenerative material rules detailed within this policy, with the exception of being made from a minimum of 98% cellulose-based fibres (this includes, but is not limited to: cotton, hemp, linen, lyocell, modal, and viscose). Mono-material garments should be prioritised over garments made out of multiple material blends. Both pre- and post-consumer recycled material can be used and must come from the recycling of textiles only. Post-consumer recycled material should be prioritised over pre-consumer recycled material.</p> <p>If the Transaction Certificate hasn't been received by the time product is being offered for sale to customers, suppliers must complete the ASOS Circular Design Collection Supplier Declaration Form, confirming fabric</p>

	<p>composition is accurate and correct (to be received and checked by ASOS prior to product being offered for sale to customers)</p> <p>Please note that Better Cotton (formerly BCI) is not permitted.</p> <p>Definitions for renewable and regenerative materials can be found below:</p> <p>Renewable: a renewable material is made from a natural resource that can be replenished at a rate equal to or greater than the rate of depletion.⁴</p> <p>Regenerative: regenerative production practices build soil health and carbon content, increase water quality and biodiversity, and improve the resilience of ecosystems.⁵</p>
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Criteria		Evidence
1	Once the recycled content threshold is achieved, the remaining textile composition (if applicable), by weight, must be a renewable and/or regenerative material.	Relevant certification detailing fabric composition and inclusion of specified certified fibres.
2	<p>For organic materials, these must be certified to the Organic Content Standard (OCS) or Global Organic Textile Standard (GOTS) at final product level.</p> <p>Note: GOTS cannot be accepted under the Gold standard as it is not possible to blend recycled cotton with organic cotton under this standard, however it can be accepted under Silver.</p>	<ul style="list-style-type: none"> - OCS/GOTS Scope Certificate at CMT level, showing correct material composition and in date. This must be uploaded to Trimco Track & Trace by the supplier and checked by the ASOS Sustainability Team prior to placing an order with supplier. - OCS/GOTS Transaction Certificate, at final product level (from CMT to ASOS), sent to ASOS within 3 months of product shipment. This must be uploaded to Trimco Track & Trace by supplier and checked by the ASOS Sustainability Team. - If the Transaction Certificate hasn't been received by the time the product is being offered for sale to customers, suppliers must complete the ASOS Circular Design Collection Supplier Declaration Form, confirming fabric composition is accurate and correct (to be received and checked by ASOS prior to product being offered for sale to customers). Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com and return completed form back to them.
3	For regenerative materials, these must be certified to the following standard:	<ul style="list-style-type: none"> - Regen Agri Scope Certificate at CMT level, showing correct material composition and in date.

⁴ [Textiles 2030 Circular Design Toolkit](#), an introduction to design for circularity

⁵ [The Jeans Redesign guidelines](#), Appendix 1 Common definitions for The Jeans Redesign

	<ul style="list-style-type: none"> - Regen Agri 	<p>This must be uploaded to Trimco Track & Trace by the supplier and checked by the ASOS Sustainability Team prior to placing an order with supplier.</p> <ul style="list-style-type: none"> - ASOS Purchase Order level Regen Agri Transaction Certificate listing relevant ASOS Purchase Order Number(s), at final product level (from CMT to ASOS), sent to ASOS within 3 months of product shipment. This must be uploaded to Trimco Track & Trace by supplier and checked by the ASOS Sustainability Team. - If the Transaction Certificate hasn't been received by the time product is being offered for sale to customers, suppliers must complete the ASOS Circular Design Collection Supplier Declaration Form, confirming fabric composition is accurate and correct (to be received and checked by ASOS prior to product being offered for sale to customers). Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com and return completed form back to them.
4	<p>For viscose fibres, only the following branded fibres are accepted:</p> <ul style="list-style-type: none"> - LENZING™ ECOVERO™ - Livaeco by Birla Cellulose - TENCEL™ Lyocell - TENCEL™ Lyocell fibres produced with REFIBRA™ technology - TENCEL™ Modal 	<p>Lenzing fibres</p> <ul style="list-style-type: none"> - Lenzing Certification Confirmation Letter, containing Certification Number (C-number). This must be uploaded to Trimco Track & Trace by the supplier and checked by the ASOS Sustainability Team prior to placing an order with supplier. - Lenzing Product Licence: suppliers are also required to apply for Product Licence on behalf of ASOS, for all products made with LENZING™ and TENCEL™ fibres, and to upload these on Trimco Track and Trace prior to products being offered for sale, this will be checked by the ASOS Sustainability Team. This is a Lenzing requirement for making any claims on product so will be enforced ahead of any claims being made about LENZING™ and TENCEL™ fibres; it will also provide an extra layer of verification that the relevant Option contains the stated type and percentage of LENZING™ and TENCEL™ fibres. <p>Birla Cellulose</p> <ul style="list-style-type: none"> - Birla fabric sample test result letter OR - Birla Cellulose Certificate with Traceability Certificate Number, provided by supplier post bulk production.

		- These will be checked by the ASOS Sustainability Team.
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Lifecycle Phase:	Production
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- This lifecycle phase is mandatory for both the Silver and Gold standard.
- There are many impacts at the production stage, and we have focused in on the following specific challenges: the use of wet processing, printing & dyeing techniques and the minimisation of material waste.

Circular Design Strategy:	Minimise processing impacts
Supporting Notes:	<p>For dyed/printed products, currently relevant certifications are not widespread enough to support dyeing/printing claims and therefore these processes cannot be quantified. The ASOS Circular Design Collection Supplier Declaration Form must be completed by supplier and sent to product team, stating the printing/dyeing technique being used in bulk production.</p> <p>Additional criteria and evidence requirements for The Jeans Redesign (Gold standard denim) are indicated below.</p>

Criteria		Evidence
1	<p>All products must adhere to ASOS set minimum requirements for the ZDHC Performance InCheck and ClearStream Reports, as detailed in ASOS Circular Design Collection Chemical Compliance Requirements. These reports review “sustainable chemical management”⁶ and ASOS requires these specifically from any wet processor involved in production.</p> <p>ZDHC Performance InCheck Report - a summary report of a chemical inventory that provides suppliers with an overview of their ZDHC MRSL conformance.</p> <p>ZDHC ClearStream Report - a globally accepted, easy to read wastewater quality report. It helps suppliers to demonstrate their wastewater performance, according to ZDHC Wastewater Guidelines.</p> <p>Note: if there are any alerts flagged within the ClearStream Report, the supplier must put a Corrective Action Plan (CAP) in place</p>	<ul style="list-style-type: none"> - Supplier to email ZDHC Performance InCheck Report to ASOS Chemical Compliance Team chemicalmanagement@asos.com and also submit on ZDHC Gateway, report to be checked and approved by ASOS Chemical Compliance Team. Must have an 80%+ score for the percentage of “conformant” chemical products published within the report. Report to be from the month after production takes place (to ensure chemicals used in production are taken into account). - Supplier to email ZDHC ClearStream Report to ASOS Chemical Compliance Team chemicalmanagement@asos.com and also submit on ZDHC Gateway, report to be checked and approved by ASOS Chemical Compliance Team. Report is bi-annual (April or October cycle), so it needs to be from the most recent reporting month following wet production processes. Must have an 80%+ “meets requirements” score on MRSL. The MRSL category listed on the report should not have a “Does Not Meet Requirements” % result. The Conventional and Anions category listed on

⁶ <https://www.roadmaptozero.com/>

	and submit this on the ZDHC Gateway for ASOS to review.	the report should not have an "Alert" % result. The Metals category listed on the report should not have an "Alert" % result. If any substance listed within these categories falls within "Does Not Meet Requirements" or "Alert", then the facility must upload a Corrective Action Plan (CAP) to the ZDHC Gateway and allow ASOS access to view. A Corrective Action Plan (CAP) details a process for managing non-conformance. The process should take remedial and preventive actions to eliminate the causes of non-conformance. The supplier must provide the CAP within 1 month of receiving the ClearStream report, which the ASOS Chemical Compliance Team will then review.
2	<p>For printed products, one of the following techniques must be used:</p> <ul style="list-style-type: none"> - Digital printing - Bio-discharge - Water-based - High fixation reactive 	<ul style="list-style-type: none"> - Approved print technique to be agreed between ASOS Fabric Technology team and supplier. - ASOS Circular Design Collection Supplier Declaration Form must be completed by supplier and sent to ASOS Fabric Technology team prior to bulk approval, stating the printing technique being used in bulk production. Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com.
3	<p>OPTIONAL</p> <p>For dyed products, the below techniques are preferred, but not mandatory:</p> <ul style="list-style-type: none"> - Cold pad batch - Dope dyeing - Spin dyeing 	<ul style="list-style-type: none"> - Approved dyeing technique to be agreed between ASOS Fabric Technology team and supplier. - ASOS Circular Design Collection Supplier Declaration Form must be completed by supplier and sent to ASOS Fabric Technology team prior to bulk approval, stating the dyeing technique being used in bulk production. Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com.
<p>THE JEANS REDESIGN (GOLD STANDARD DENIM)</p>	<p>The use of the following chemicals and processes are prohibited:</p> <ul style="list-style-type: none"> - Stone finishing - Potassium permanganate - Sand blasting 	<ul style="list-style-type: none"> - Supplier to upload wash recipe and EIM scorecard to Lighthouse on final bulk garment, which show that none of these processes were used. This is to be checked and approved by ASOS Fabric Technologist prior to shipment.
	Conventional electroplating of metal hardware is prohibited	<ul style="list-style-type: none"> - OEKO-TEX Standard 100 certification with metallic accessories within the scope, sent to ASOS Garment Technology team once bulk accessories have been purchased by CMT supplier.

		<ul style="list-style-type: none"> - ASOS Circular Design Collection Supplier Declaration Form (confirming conventional electroplating has not been used in any of the metal trims in final bulk production) must be completed by supplier and sent to ASOS Garment Technology team once bulk accessories have been purchased by CMT supplier. Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com.
	<p>The water volume used for denim fabric is a maximum of 30 litres per metre (L/m).</p> <p>Processes to be included for the computation of the water volume are fabric dyeing, sizing, and finishing processes (fabric production only, it does not include water used for yarn and fibre production). Water volume refers to the sum of freshwater and recycled water.</p>	<ul style="list-style-type: none"> - Supplier must complete ASOS Circular Design Collection Supplier Declaration Form after fabric has been made, detailing max 30L/m water used. Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com and return completed form back to them.
	All garments must have a green EIM Jeanologia score (0-33)	<ul style="list-style-type: none"> - Supplier to save EIM scorecard on Lighthouse for final bulk garment. ASOS Fabric Technologist to check each garments scorecard to ensure it achieves a green score prior to shipment.

Circular Design Strategy:	Minimise material waste
Supporting Notes:	To meet this strategy, either minimised waste pattern cutting or zero waste pattern cutting must be met as a minimum requirement. 3D sampling alone does not meet the requirement.

Criteria		Evidence
1	<p>Minimised waste pattern cutting:</p> <ul style="list-style-type: none"> - Product has a final production lay plan with 85-98% cutting efficiency (includes garment body, lining and any cut and sew components, excludes trims and the selvage only if it's not usable). 	Supplier to send final production lay plans to ASOS prior to bulk production. This is to be checked and approved by ASOS garment technologist. Consult the ASOS Zero Waste Guide for more information.
2	<p>Zero waste pattern cutting:</p> <ul style="list-style-type: none"> - Product has a final production lay plan with 99-100% cutting efficiency (includes garment body, lining and any cut and sew components, excludes trims and the selvage only if it's not usable). 	Supplier to send final production lay plans to ASOS prior to bulk production. This is to be checked and approved by ASOS garment technologist. Consult the ASOS Zero Waste Guide for more information.

3	Digital 3D sampling: - Used on all pre-production samples to reduce physical sample waste.	Supplier to send 3D CAD files to ASOS alongside first sample. This is to be checked and approved by ASOS garment technologist.
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Lifecycle Phase:	In use
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- This lifecycle phase is mandatory for the Gold standard. For Silver, either this lifecycle phase or 'After use' must be met.

Circular Design Strategy:	Design for physical durability
Supporting Notes:	<p>The physical durability requirements have been developed using internal expertise, the WRAP's Clothing Longevity Protocol and The Jeans Redesign Guidelines. ASOS is currently working on the Textiles 2030 x LITAC durability project to input into updated durability standards for the fashion industry. Therefore, our requirements could change as we further develop our durability standard.</p> <p>Additional criteria and evidence requirements for The Jeans Redesign (Gold standard denim) are indicated below.</p> <p>This strategy must be accompanied by copy in the Product Display Page (PDP) on ASOS explaining the consumer action required in order to benefit from the physical durability.</p>

Criteria		Evidence
1	<p>Product must meet the circular design physical durability requirements below, as detailed in ASOS Circular Design Collection Durability Requirements:</p> <ul style="list-style-type: none"> - Pass the ISO testing requirements outlined in technical standards test CDAPW 1B / 2A / 3B. - Pass the appearance after X washes requirement – wash number depends on product category (30-50 washes). - Wash test to be carried out on finished garment in correct fabric and construction. One test required for each individual product option. - ASOS Garment Technologist to provide supplier advice on applying more durable construction techniques to the product, which will help it to pass these testing requirements. Please note, there is no 	<ul style="list-style-type: none"> - Supplier to upload durability test report from bulk garment to Lighthouse, this is checked and approved by ASOS Fabric Technologist. One report required for each product, regardless of same fabric being used. - ASOS Garment Technologist to check and approve enhanced product durability construction techniques on final bulk garment and take photos as evidence.

	<p>specific test standard or report for this, however it supports the product passing the ISO physical durability test. This will be specific to individual products. Consider: seam construction, reinforced stress points, correct thread/needle/SPL.</p>	
<p>THE JEANS REDESIGN (GOLD STANDARD DENIM)</p>	<ul style="list-style-type: none"> - Garment must be tested in final garment form with correct bulk wash on garment. - If same fabric and wash is used across different styles, only one durability wash required to cover bulk garment wash. E.g. if jeans and jacket are being made in same fabric and wash, test the most complex garment (e.g. jacket) for durability. - ASOS Garment Technologist to provide supplier advice on applying more durable construction techniques to the product, which will help it to pass these testing requirements. Please note, there is no specific test standard / report for this, however it supports the product passing the ISO physical durability test. This will be specific to individual products. Consider: seam construction, reinforced stress points, correct thread/needle/SPL. 	<ul style="list-style-type: none"> - Supplier to upload durability test report from bulk garment to Lighthouse, this is checked and approved by ASOS Fabric Technologist.
	<p>Provide information on how to care for products visibly on the garment, on both the care label and additional printed QR code.</p> <p>For the care label: Ref 15 (for the symbols), wording needs to be added separately and must include the below statements:</p> <ul style="list-style-type: none"> - Wash with similar colours - Turn inside out before cleaning - Do not tumble dry - line dry - Do not rub isolated stains - Colour may transfer on to other garments and upholstery 	<p>For the care label:</p> <ul style="list-style-type: none"> - ASOS Fabric Technologist to confirm correct wording has been used on final bulk garment care label prior to shipping, and take photos as evidence. <p>For the QR code:</p> <ul style="list-style-type: none"> - ASOS Fabric Technologist to confirm QR code is on final bulk garment prior to shipping and take photos as evidence.

	<p>DELICATE WASH @ 30° & COOL IRON</p> <p>15</p> <p>      </p> <p>For the QR code: Products must provide information on how to care for denim visibly on the garment via an easily accessible label that states:</p> <ul style="list-style-type: none"> • Reduce washing frequency • Wash at low temperatures (30°C or below) • Avoid tumble drying <p>Print below QR code on the garment (e.g. on pocket bag). ASOS designer to include dimensions on design brief.</p> <p>The QR code (which links to https://www.asos.com/discover/circular-design/) easily identifies it as being designed to meet The Jeans Redesign Guidelines and allows identification during waste collection and sorting post-consumer.</p> 	
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Circular Design Strategy:	Design for versatility
Supporting Notes:	<p>Using this strategy alone does not meet the 'in use' lifecycle phase.</p> <p>This strategy must be accompanied by copy in the Product Display Page (PDP) explaining the consumer action required in order to benefit from the versatile design and utilise this functionality.</p>

Criteria	Evidence
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1	<p>Product is designed with increased versatility, so it can be used more by the customer, or different customers over its active life. Success measures to meet versatility strategy:</p> <ul style="list-style-type: none"> - At least two marketable ways in which a product can be worn or transformed. <p>OR</p> <ul style="list-style-type: none"> - The product can be worn by at least two different customers. <p>The following versatility strategies are accepted:</p> <ul style="list-style-type: none"> - Unisex - Adjustable size (e.g. using pleats, tie waists) - Reversible - Multifunctional 	<ul style="list-style-type: none"> - ASOS Garment Technologist to check and approve samples for versatility strategies used and photos to be taken as evidence during fit sessions. The final bulk garment must show the versatile elements and these must be communicated in the Product Display Page (PDP) copy. - Unisex: ASOS Garment Technologist to check and approve samples for unisex. Photo evidence of fitting on male and female models or Optitex files collected.
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Lifecycle Phase:	After use
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- This lifecycle phase is mandatory for the Gold standard. For Silver, either this lifecycle phase or 'After use' must be met.

Circular Design Strategy:	Design for recyclability
Supporting Notes:	<p>Designing products to maximise the amount of material can be recycled after use (with currently available recycling technology).</p> <p>As per the Textiles 2030 Design for Recyclability Toolkit, the main factors to consider for recyclability are:</p> <ul style="list-style-type: none"> - Main fibre in product - Soft trims - Construction techniques - Dyes, prints, finishes - Hard trims & fastenings <p>For additional information, consult the Textiles 2030 Recycler Parameter Guide to check the latest guidance in this area – however please note whilst there is large variance between recyclers requirements and fabrics that can be recycled, ASOS are continuing to adhere to their mono-material requirement listed below.</p> <p>Additional criteria and evidence requirements for The Jeans Redesign (Gold standard denim) are indicated below.</p>

	This strategy must be accompanied by copy in the Product Display Page (PDP) explaining the consumer action required in order to benefit from the recyclability.
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Criteria		Evidence
1	<p>Main fibre in product (mono-material):</p> <ul style="list-style-type: none"> - Product must have a minimum of 98% single fibre by weight in the total textile composition (includes fabric, interlinings, pockets, and labels but excludes threads, zipper tape and hardware components), with a 2% leeway for textile components that cannot be eliminated or substituted. 	<ul style="list-style-type: none"> - Supplier to upload fibre composition test, third-party lab test report on final bulk garment (conducted by Bureau Veritas) to Lighthouse, showing minimum 98% single fibre by weight. Report to be checked and approved by ASOS Fabric Technologist.
2	<p>Disruptors:</p> <p>As per the Textiles 2030 Design for Recyclability Toolkit, disruptors are an element or hard point present on a textile product (e.g. fastener, button, zipper, etc.) that may be a disruptor to the recycling process and will need to be removed before the product is suitable as feedstock for recycling. Therefore, the disruptor should be either eliminated, content reduced or substituted for another material as a priority. If none of these are viable, the last resort is disassembly.</p> <p>For different types of disruptors:</p> <p>Soft textile trims (incl. labels, linings, sewing threads):</p> <ul style="list-style-type: none"> - Suggested techniques to apply: removing metallised threads, where possible match thread / linings / care label to the main fibre. <p>Hard trims and fastenings (incl. fastenings and accessories, e.g. zips, rivets, buttons, eyelets, toggles):</p> <ul style="list-style-type: none"> - Suggested techniques to apply: removing non-essential metal or plastic hardware or substituting e.g. reinforced stitching 	<ul style="list-style-type: none"> - ASOS Garment Technologist to check and approve final bulk garment for recyclability of construction and trims, photos to be taken as evidence. - ASOS Circular Design Collection Supplier Declaration Form must be completed by supplier and sent to ASOS Fabric Technology team prior to bulk approval, confirming the following techniques have not been used in final bulk production: heat seal, foil, rubberized prints or coatings. Please contact the ASOS Sustainability Team for a blank version of this Supplier Declaration Form SustainableSourcingTeam@asos.com.

	<p>instead of rivets, self-fabric tie ends, self-sewn eyelets, replacing zips with buttons if non-essential for functionality or performance.</p> <p>Construction techniques (incl. adhesives (e.g. fusing), taped seams, interlinings):</p> <ul style="list-style-type: none"> - Suggested techniques to apply: remove all fusing/glue/adhesive, match fibre of interlining to main fibre and stitch in place, remove framilon tape, substitute elastane for a 4 way stretch knitted fabric, if non-essential for functionality or performance. <p>Dyes, prints and finishes:</p> <ul style="list-style-type: none"> - Suggested techniques to apply: use prints that sink into fibres (rather than sitting on the surface), such as digital, water-based, high-fixation reactive dye, bio-discharge. No heat seal, foil, rubberised prints or coatings. No embroidery bigger than 5cm² (that doesn't match main material fibre). <p>Other disruptors:</p> <ul style="list-style-type: none"> - If you identify a disruptor that is not listed above, this should be flagged to the Sustainability team who will assess and provide guidance. 	
3	<p>Disassembly:</p> <ul style="list-style-type: none"> - If a component cannot be eliminated, reduced or substituted, the final resort is to design for disassembly. Ensure the product can be disassembled by hand or with reasonable force, i.e. not requiring industrial/chemical processes (which can be timely and costly), so the components and materials can be reused, remade or recycled. - Suggested techniques to apply: substituting zips for buttons (due to easier removal), elastic waistband in a channel rather than elastic thread. 	<ul style="list-style-type: none"> - ASOS Garment Technologist to check final bulk garment and approve for disassembly, photos to be taken as evidence.
THE JEANS REDESIGN	<ul style="list-style-type: none"> - Removable unscrewable buttons must be used instead of zips. 	<ul style="list-style-type: none"> - ASOS Garment Technologist to confirm before production starts that recyclability guidelines have been

(GOLD STANDARD DENIM)	<ul style="list-style-type: none"> - Rivets are removed entirely and replaced with reinforced stitching. - Remove any metal eyelets, poppers or other non-essential hardware. - Print below QR code on the garment (e.g. on pocket bag) – ASOS designer to include dimensions on design brief. The QR code (which links to https://www.asos.com/discover/circular-design/) easily identifies it as being designed to meet The Jeans Redesign Guidelines and allows identification during waste collection and sorting post-consumer.  <p>The image shows a QR code with the ASOS logo to its right. Below the QR code is a black box with the text 'DENIM CARE' in white. Underneath this box are three numbered instructions, each with a corresponding icon: 1. REDUCE WASHING FREQUENCY (circular arrow icon), 2. WASH AT LOW TEMPERATURES (30°C OR BELOW) (washing machine icon with a temperature gauge), and 3. DO NOT TUMBLE DRY (tumble dryer icon with a red X over it).</p>	<p>adhered to. Photos to be taken as evidence.</p> <ul style="list-style-type: none"> - For the QR code: ASOS Fabric Technologist to confirm QR code is on final bulk garment prior to shipping and take photos as evidence.
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Appendix

a) Rationale for inclusion of certain materials and standards:

All materials on ASOS's approved material list must meet the following criteria:

1. The production of the raw material type has, on average, a lower environmental impact than the production of the conventional form of that material;
2. The material type is widely recognised within the industry as a more sustainable material;
3. The sustainable material content is traceable up to fabric or end product, as verified either by physical tracer using well-established tracer technology, or by credible and robust chain of custody/traceability and assurance (auditing/verification) systems that meets recognised good practice criteria;
4. The relevant standard-setting body, or owner of the branded sustainable material, operates in accordance with ISEAL Credibility Principles.

b) Changes to the ASOS Circular Design Collection Policy in 2023:

The ASOS Circular Design Collection Policy was updated in 2023 to align with the latest industry benchmark - [WRAP Textiles 2030 Circular Design Toolkit](#). This meant focussing on each lifecycle phase within a product, as opposed to the three pillars defined by [the Ellen MacArthur Foundation](#), encouraging ASOS teams to embrace

holistic design, thinking across the entire life of a product and its intended use when making design decisions. The circular design strategies that sit within these were also amended to align with the Circular Design Toolkit.

Summary of changes following the [Textiles 2030 Circular Design Toolkit](#):

Previous ASOS strategy name	New ASOS strategy name	Reasoning
Recycled materials	Recycled materials	No change.
Innovative materials	N/A (removed)	Innovative materials are currently not accepted within the Circular Design Collection. We will continue to monitor and research these materials and will update this policy once we are satisfied that sufficient evidence is available for substantiation.
N/A	Renewable and regenerative materials	Renewable and regenerative materials were not explicitly captured as one of the strategies previously, therefore this has now been added.
Minimised waste	Minimise material waste	Textiles 2030 calls out 'Production' as its own lifecycle pillar, and material waste sits under this. Previous ASOS strategy names "minimised waste" and "zero waste" have been merged. This strategy specifically focuses on <u>material</u> waste, as opposed to energy, water and chemicals which were included within ASOS "minimised waste" strategy previously.
Zero waste		
Minimised waste	Minimise processing impacts	Textiles 2030 calls out 'Production' as its own lifecycle phase, and processing sits under this, focusing on chemical, water and energy production processes.
Durability	Design for physical durability	Re-named to distinguish between emotional and physical durability and emphasise that the product needs to be designed specifically for this solution.
Versatility	Design for versatility	No change. Addition of the 'design for' prefix to show the product needs to be designed specifically for this solution.
Remanufacture / Upcycling	N/A (removed)	Remanufacture / upcycling is a specialist area that our current supply chain needs development to reach, so it is no longer included.

Mono-materiality	Design for recyclability	These strategies have been merged because recyclability is more complex than meeting mono-materiality and/or disassembly alone (based on the Textiles 2030 Design for Recyclability Toolkit). Addition of the 'design for' prefix to show the product needs to be designed specifically for this solution.
Disassembly		

For any further questions about this policy and related content, please contact the Sustainability Team
sustainablesourcingteam@asos.com