



Our first Project Earth Report sets out new, ambitious targets to reinvent retail and meet our commitment to a net-zero future.

“ In creating our store of tomorrow we must commit to a fundamental shift in the way that we do business and use the Selfridges platform for change. Our vision is to reinvent retail and create a more sustainable future, and Project Earth and our new targets underpin this. The scale of our ambitions cannot be underestimated but we are inspired by what lies ahead and how we bring this to life for our customers. ”

Andrew Keith, Selfridges Managing Director

Our Commitments

Materials

Everything we build, buy and sell will meet our environmental and ethical standards by 2030

Models

45% of our transactions will come from circular products and services by 2030¹

Mindsets

We will build an inclusive retail culture in which our teams, communities and our customers put people and planet first in all their decisions by 2030

All underpinned by our commitment to net-zero

We will achieve net-zero carbon emissions across the business by 2040.

Our 2021 Highlights

Materials

- 1,221 brands featured in Project Earth Edit
- Project Earth Edit accounted for 12% of all own-bought sales
- Added Polyester and Nylon to our material commitments
- To date 950 suppliers completed our sustainability assessment

Models

- 240% increase in sales of pre-loved items through Reselfridges
- Over 28,000 repairs facilitated
- 2,000 items rented
- 8,000 products refilled

Mindsets

- 52% customer awareness of sustainability at Selfridges
- 80% of team members believe they can contribute to sustainability
- 56% of our Directors and Heads of functions are women
- Over 500 managers have participated in inclusive leadership training

Net-zero

- Stores are powered by 100% renewable electricity and gas²
- 13% reduction in scope 1 and 2 carbon emissions in 2021 compared to 2018 baseline year
- Carbon Trust standard for carbon, water and waste retained since 2014
- Climate Pledge signatory accelerating our net-zero carbon commitment by 10 years

¹ A circular transaction includes at least one resale, rental, refill, repair or recycled product and excludes home, food and restaurants.

² With the exception of Manchester Exchange Square, which is landlord managed.