

QSA Partners – FARFETCH CASE STUDY

Who is QSA Partners?

QSA Partners is a specialist team of sustainable business experts with extensive experience in consumer markets, mobility and infrastructure. We believe that better business models – whether based on sustainability or circular economy principles – help our clients stay relevant, grow market share and open up different markets in this rapidly changing world, providing business resilience against the impacts and risks of climate change.

FARFETCH created new circular luxury fashion business models

FARFETCH is a leading global fashion platform that wanted to **implement circular business models**. QSA helped to **identify** the best target markets, propositions and commercial case for testing out buy-back and trade-in business models. Our project was funded by the Laudes Foundation and delivered in partnership with ReLondon.

FARFETCH launched its Second Life buy-back business model in Europe in 2018 and has now rolled it out in its US market. In parallel, it also launched a trade-in business model called Donate with Thrift+ in the UK.

FARFETCH also wanted to understand the environmental impacts of these business models in more detail and asked us to find evidence of this – we delivered international consumer research in partnership with Icaro Consulting that showed around 6 out of 10 purchases of pre-loved clothing delay or prevent the customer from buying a new garment. This meant that FARFETCH's new business models were delivering a significant impact. As a result, FARFETCH published its **research** and developed an **online tool** to help customers understand the impact of their conscious purchases.

“Working with QSA has provided expertise and rigour – some fantastic technical research and expertise on the major business levers and impact assessment”

Tom Berry, Global Director of Sustainable Business, FARFETCH