



ASOS' 2020 CIRCULAR FASHION SYSTEM COMMITMENT

At the [Copenhagen Fashion Summit in May 2017](#), ASOS signed [Global Fashion Agenda's call](#) to accelerate the transition to a circular fashion system.

As a signatory, we have committed to the following:

- By 2020, we will train all of our design teams on circular design techniques and best-practice
- By 2020, we will train all of our relevant product teams on circular principles and best-practice for packaging.
- By 2020, we will launch a garment collection scheme and recycling programme for apparel for customers located in the UK and Germany, our two biggest markets. We will support this programme by engaging customers, through social media, on garment care, repair and recycle.
- Each year from 2018 - 2020 we will publish external targets for increasing post-consumer recycled textile materials in our products whilst eradicating those that cannot be cycled. We will report on our progress and continue this initiative past 2020.

Look for yearly commitment updates through [ASOS](#) and [Global Fashion Agenda](#).



SIGNATORY OF THE
2020 CIRCULAR
FASHION SYSTEM
COMMITMENT