



# Zalora Earth Edit: a corporate strategy for sustainable fashion products

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## Abstract

*Sustainable fashion has become an increasingly sought-after fashion category. This article is produced using the descriptive analysis method, with data derived from Zalora Indonesia and studies on international sustainable fashion product certifications. As of 2020, Zalora Indonesia campaigned for earth-friendly products under the Earth Edit category. There are 5 Earth Edit Zalora criteria: (1) Earth-friendly materials, (2) Earth-friendly processes, (3) Fair production processes, (4) Animal friendly, and (5) Community involvement. Each supplier (brand) who wishes to be tagged as earth-friendly brands need to go through layers of verification and need to provide certifications as proof. This article is expected to provide a reference for fashion product suppliers in earth-friendly areas, to be aware of industry standards applied in trusted fashion e-commerce platforms in Indonesia.*

**Keywords:** sustainable fashion, earth, product, Zalora, Indonesia

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## 1. Introduction

The fashion industry has been reported to have a disastrous impact on the environment. It is one of the major polluting industries in the world. The production and distribution of the crops, fibers and garments used in fashion all contribute to different forms of pollution, chemical wastes, ecological hazards and environmental catastrophes (Pandit et al., 2019). Sustainable fashion has transformed into a movement, a so-called “megatrend” (Mittelstaedt et al., 2014; Orminski et al., 2020), a hot trending topic, where sustainable fashion turned mainstream (Zarley Watson et al., 2013; Grazzini et al., 2021). A brand’s reputation is becoming more and more determined by the business adoption of sustainability (Cappellieri et al., 2020).

Zalora works under these values: (1) CONSCIOUS about social and environmental impacts; (2) PASSIONATE about making a positive difference in the way they conduct business; (3) RECOGNISE their unique position in the market to influence suppliers and partners to operate in a more sustainable way; and (4) Aim to INSPIRE customers to make Sustainable Fashion choices and to drive a Circular Fashion Movement in this region. While Zalora business pillars are: (1) Environmental Footprint (minimize Zalora’s environmental impact); (2) Ethical Sourcing (have a positive impact on the lives of the people they

touch, and drive social and environmental improvement in the supply chain); (3) Sustainable consumption (inspire customers to make sustainable choices and to participate in the Circular Fashion Movement); and (4) Responsible workplace and Community Engagement (be a positive force for the good in our workplace and community).

Zalora earth edit is a selection of products and brands presenting ethical or environmental benefits. Zalora has defined specific criteria for brands and products to be tagged as part of Earth Edit. Why specific criteria? To provide a common framework and a consistent way to define and communicate sustainability attributes of the products across all Brands and all markets, as ‘Sustainable’, ‘Green’, ‘Ethical’ can be defined in many different subjective ways. To ensure transparency and verification of any Sustainability claim on Zalora website. By 2022, 20% of Zalora product assortment are targeted to meet sustainability criteria and reach 50% by 2025. Currently, Earth Edit will only be for fashion-related and beauty-related products. For non-fashion, non-beauty suppliers who have products that meet any of the 6 ZALORA’s Earth Edit criteria, can reach out to Zalora with proof of verifications and approval will be on a case-by-case basis.

Earth Edit benefits for Brands who join are: (1) Create greater customer awareness and boost brand image for contributing sustainably; (2) More

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discoverability with permanent category banners on APP and subcategory banners on desktop; (3) More onsite campaigns, CRM pushes, and social media exposures; and (4) Greater product distinction for customers and for suppliers. In order to boost awareness about Zalora’s Earth Edit movements, Zalora will be launching campaigns related to sustainability all year-round such as more onsite campaigns related to Earth Edit, CRM pushes to customers to drive CTR or CR, and social media exposures through Instagram or Facebook. More product exposure means increased brand awareness and ultimately converts to higher sales.

For suppliers, earth edit products have a clear tag or identification of the product (icon), be made part of the Earth Edit range selection, and receive focused campaigns and push on Zalora.

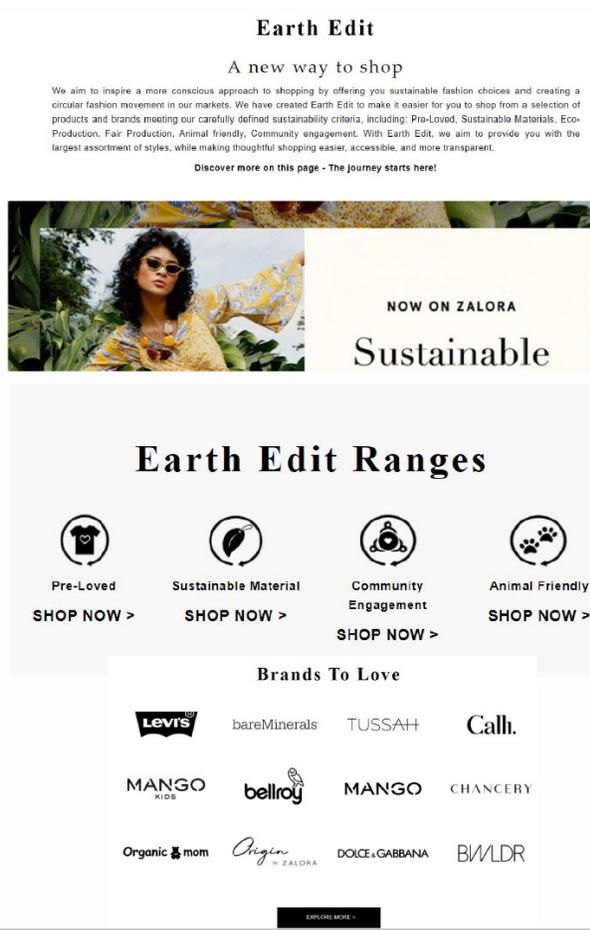


Figure 1. Earth Edit Main Page  
Source: Zalora Indonesia

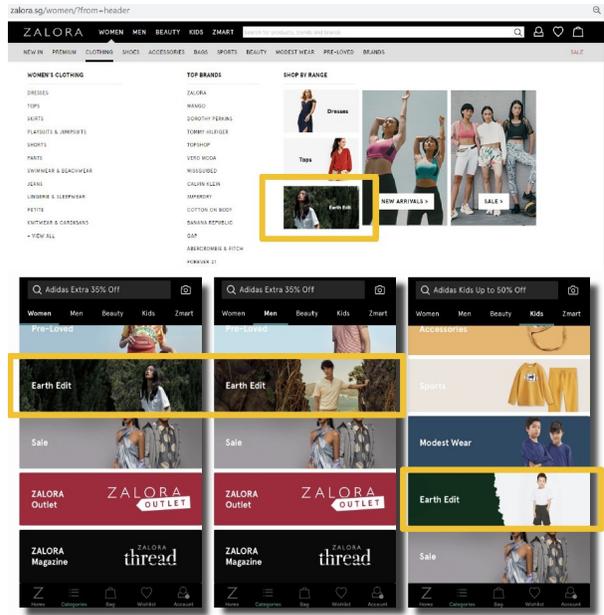


Figure 2. Static Earth Edit Banners on Zalora Site  
Source: Zalora Indonesia

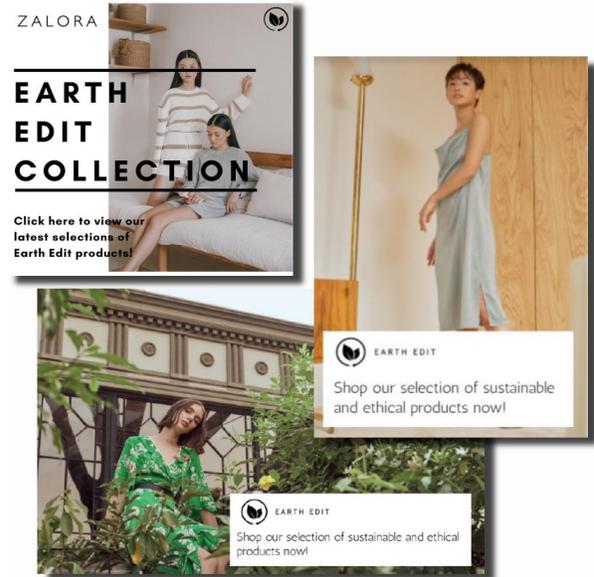
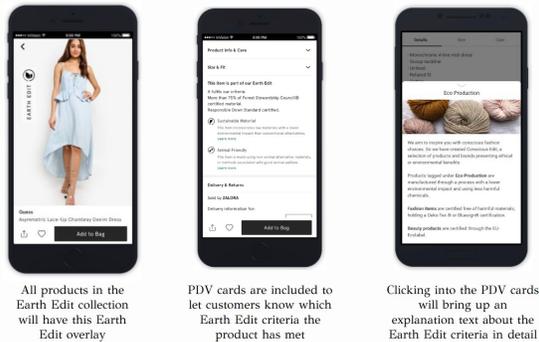


Figure 3. Earth Edit Campaigns  
Source: Zalora Indonesia

## Earth Edit Overlay and Tags



All products in the Earth Edit collection will have this Earth Edit overlay

PDV cards are included to let customers know which Earth Edit criteria the product has met

Clicking into the PDV cards will bring up an explanation text about the Earth Edit criteria in detail

Figure 4. Earth Edit Overlay and Tags  
Source: Zalora Indonesia

## Product Distinction

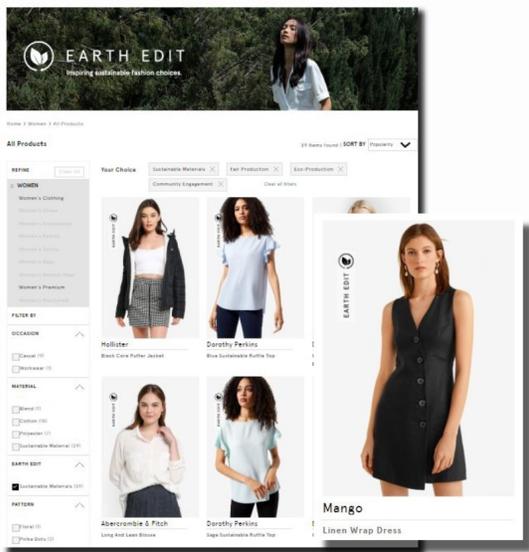


Figure 5. Earth Edit Product Distinction  
Source: Zalora Indonesia



Figure 6. FSC Tag on Product  
Source: fsc.org/en

## 2. Method

The researcher uses a descriptive-analytic method, with data derived from Zalora Indonesia’s internal data, and internet studies on international sustainable fashion product certifications. Zalora has 5 Earth Edit Criteria, which are sustainable materials, Fair production, Animal friendly, Eco-Production, and Community Engagement.

### Sustainable materials

Eco-material production is a fundamental part of the sustainable fashion supply chain. Sustainable fashion products are often made with organic fabrics, which are produced with less water and harmful chemical (Shen, 2014). Shortly said, a product made of raw materials with a lower environmental impact than conventional alternatives is preferable. These are some of the sustainable materials criteria: (1) Renewed/Upcycled Materials  $\geq 75\%$ ; (2) FSC Certified Materials  $\geq 75\%$ ; (3) Responsible Wool Standard Certified; (4) Leather Working Group Certified; and (5) Vegetable Tanned Leather.

*Renewed/Upcycled Materials  $\geq 75\%$ .* Renewed/Upcycled products are made from used fabrics (either through a textile process scrap or a used textile product) that have been repurposed to create a new product. Using renewed/upcycled materials extends the life cycle of textile fabrics, hence decreasing their overall environmental footprint. The product would have to be made up of at least 75% of renewed/upcycled materials in order to be tagged as ‘Sustainable Materials’ under Zalora Earth Edit.

*FSC Certified Materials  $\geq 75\%$ .* Forest Stewardship Council certification system ensures that raw materials derived from forest products such as cardboard, paper, rubber, viscose, etc. are sourced from well-managed forests. This certification covers a broad range of issues, from maintaining high conservation values to community relations and workers’ rights, as well as monitoring the environmental and social impacts of forest management, and ensuring that the supply of the raw material is free from deforestation risk. FSC certificate ensures the raw material tracing through all stages of production and distribution.

*Responsible Wool Standard Certified.* The Responsible Wool Standard (RWS) is a voluntary program that helps sheep farmers meet consumer, retailer, and brand demands (Textile Exchange, n.d.). The standard certifies that rigorous animal welfare and land management requirements are met. This

standard ensures that the wool is from farms with a progressive approach to managing their environmental impacts, practicing holistic respect for animal welfare, and meeting high social standards. The RWS ensures the full traceability of the product’s raw material and requires all sites to be certified, beginning with the wool farmers until the garment manufacturer or brand.

*Leather Working Group Certified.* The Leather Working Group (LWG) is a not-for-profit membership organization for stakeholders across the leather supply chain which developed audit protocols designed to certify leather manufacturers according to their environmental compliance and performance. The Leather Working Group membership ensures that the Brand engages its leather supply chain through these audit protocols, and is supplying from traders or manufacturers that have been audited against the LWG standards.



Figure 7. RWS Logo  
Source: www.rws.com



Figure 8. LWG  
Source: www.leatherworkinggroup.com

*Vegetable Tanned Leather.* Vegetable-tanned leather is a product of animal origin, which was subjected to tanning using exclusively natural tannins derived from vegetable sources. It is called “vegetable” because of the natural materials used in the tanning process like tree bark. Vegetable Tanned Leather has a lower environmental impact than conventional tanning processes.

**Fair production**

Sustainable manufacturing is related to human rights and environmental protection. Consumers are now increasingly concerned about the social consequences of their purchases in relation to human rights violations in apparel manufacturing (Shen, 2014).

Products manufactured in a location holding a certificate associated with decent working conditions. Fair production criteria: (1) Fair Trade Certification and (2) Responsible Jewellery Council Certification. Fair Trade Certification (fair trade) is concerned with ensuring a fair price and fair working conditions for producers and suppliers, promoting equitable trading agreements (Shaw, et al., 2006). Fairtrade certifications (Fair Trade and Fair Trade USA) ensure that workers in the supply chain are provided with fair wages and high working conditions and environmental standards (fig. 9). There are different types of Fairtrade seals, based on the level of certification: the final stage manufacturing process, the raw material production, or both.

Responsible Jewellery Council Certification (Jewellery product only). The Responsible Jewellery Council provides a clear set of standards – the RJC ‘Code of Practices’ – of human-rights issues related to precious metal supply chains and ensuring responsibly-sourced jewellery. It is verified through a third party independent who checks the compliance to high standards, including business ethics, human rights, social and environmental performance in every step of the jewellery supply chain, from mine to retail.



Figure 9. FTC Certifications  
Source: www.fairtradecertified.org



Figure 10. Responsible Jewellery Council  
<https://www.rjc.com>



Figure 11. Vegan Certifications  
 Source: [www.peta.org](http://www.peta.org), [www.vegansociety.org](http://www.vegansociety.org),  
[www.vegan.com](http://www.vegan.com)

### Animal friendly

Products made using non-animal alternative materials, or methods associated with good animal welfare. Animal-friendly criteria: (1) Vegan Certified; (2) Non-Mulesed Wool; and (3) Responsible Down Standard. Vegan certifications (PETA, Vegan.org, Vegan society) verifies that the product does not contain animal ingredients or by-products, does not use animal ingredients or by-products in the manufacturing process, and is not tested on animals by any company or independent contractor. Only product intended to be a substitute to a leather or fur based product will be tagged as Vegan on Zalora. Three different types of vegan certifications are available: Certified Vegan, Vegan Society, and PETA Approved (fig. 11).

*Non-Mulesed Wool.* ‘Mulesing’ is a sheep farmer practice that entails stripping off the skin of young lambs around their breech. It is a controversial practice done without pain relief which leaves an open wound that takes weeks to heal and causes intense pain. Non-mulesed wool ensures the wool comes from producers who have banned this practice. Prohibiting mulesing practice is part of the requirements for the following standards: Responsible Wool Standard certification and ZQ merino membership. Some brands also make a commitment to source only non-mulesed wool without being part of the above standards.

*Responsible Down Standard* recognizes best animal welfare practices in the feather industry. This certification ensures that geese and ducks providing down feathers have not been subjected to any unnecessary harm, and painful practices such as live-plucking or force-feeding are prohibited. To be RDS certified, every step of the supply chain has to be certified by an approved third-party, who ensures the

full traceability of the raw materials used to the production process.

### Eco-Production

To answer the needs of consumers of eco-friendly products, several eco-labeling systems have been developed, which include specific requirements for “organic” textiles. Some of the major eco-labels that are used a, including the European Union Ecolabel (flower label), Oeko-Tex 100 (and the new certification scheme Sustainable Textile Production), Bluesign, organic certification systems (Global Organic Textile Standard and Organic Content Standard), Fairtrade, and labels from retailer chains (Clear to Wear and Ecosafe) (Almeida, 2015).

Products manufactured through a process with a lower environmental impact and using less harmful chemicals. Eco-production criteria (certified free of harmful materials): Oeko-Tex Certified and Bluesign Certified. *Oeko-Tex Certified* OEKO-TEX® (the International Association for Research and Testing in the field of textile and leather ecology) is the most widespread and best-known label for textiles tested for harmful substances on a global level (fig 12). OEKO-TEX Standard 100 focused on the development of methods for testing of pH, dangerous substances like heavy metals, toxic dyes, crop protection substances and carcinogenic substances like formaldehyde, phenols or pesticide in testing articles. If all components of a textile comply with the requirements of the Oeko-Tex criteria catalogue without exception, the textile manufacturer receives certification and is entitled to use the Oeko-Tex label to mark the products in the shops (Nemčić, 2017). Oeko-Tex is a certification system for raw, semi-finished, and finished textile products at all processing levels, as well as accessory materials used. Products that are Oeko-Tex certified means that they are free of harmful chemicals. Oeko-Tex tests for substances such as banned azo dyes, formaldehyde, pentachlorophenol, cadmium, nickel and other harmful chemicals. A specific product can only be Oeko-tex certified if every component, i.e. every fabric, thread, button and other accessories is certified harmless to the consumer.

*Bluesign Certified* (Bluesign®) is a system of certification for textile production sites that aims at reducing the environmental impact of the production process and guarantees the highest possible degree of consumer protection by setting limit values for chemical substances (fig 13). Bluesign ensures consistent traceability and certification of all processing steps down to the raw materials.



Figure 12. Oeko-Tex Tag  
Source: oeko-tex.com



Figure 13. Bluesign Tag  
Source: www.bluesign.com

### Community Engagement

Products made by brands associated with community benefits or committed to give back to the community through donations. Community engagement criteria: (1) *Non for Profit Organisation*. A not-for-profit organization is dedicated to support a particular social cause or community without creating profits. They are typically charity and NGOs organisations; (2) *Donation to Charity Made with Purchase*. Brands are making donations to a selected charity beneficiary as the result of any product or a specific product purchase; (3) *More Than 1% of all Profits Donated to Charity*. Brands are committed to donate 1% or more of their profits to identified charity beneficiaries, either through: a specific scheme that frame and verifies the donation process, such as 1% for the planet or Pledge 1% and Specific charity partnerships (including through the Company foundation).

### B-Corp Certified

Becoming a certified B-corporation means a company has successfully met rigorous standard of social and environmental performance, accountability, and transparency (Honeyman & Jana, 2019). Certified B Corporations are businesses aiming to balance profit and purpose by meeting the highest standards of social and environmental performance and public

transparency. The B Corp certification process does not just evaluate a product or service but measures a company’s entire social and environmental impact, and ultimately assesses its positive impact.

### 3. Result and discussion

For any product to be tagged as part of Zalora Earth Edit, the information submitted for assessing of the product compliance will be verified internally by Zalora either via: (1) A public claim on the brand’s website including the relevant information (e.g. the product page or other information page with detail on the products included); (2) Any other document provided by the Brand that proves the claim related to the specific product (Photographic evidence of the physical item label/packaging) or to the Brand (certification document); (3) A third-party certification website with relevant information related to the product or brand.

Suppliers need to submit one of the above-supporting proofs to validate their claim(s) and help Zalora to verify that the product meets their specific criteria. In order for products to be tagged with “the Earth edit tag” on Zalora’s website, these proofs are needed for verification.

### Sustainable material verification

It is highly crucial that the products’ material information provided contains both: the material composite %, even if it is 100%, to verify the required material threshold (%) and the exact type of material as listed in the criteria below: recycled fibers (Polyester, Nylon, Polyamide, Lycra, Elastane, Wool) ≥ 75%, organic cotton ≥ 75%, recycled cotton ≥ 40%, Tencel or Lenzing ≥ 75%, lyocell ≥ 75%, linen ≥ 75%, hemp ≥ 75%, jute ≥ 75%, the mix of or other sustainable materials ≥ 75%. This material composition provided will be verified through Zalora’s standard content process against the physical item label or with the Brand’s website.

Table 1  
Sustainable Material Verification

Criteria	Proof Needed
Renewed/Upcycled materials ≥ 75%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included).
Vegetable Tanned Leather	b. A picture of the item label or packaging including the relevant information.
FSC certified materials ≥ 75%	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included).
Responsible Wool Standard	b. A picture of the item label or packaging including the relevant information.

Certification	b. A link to the Responsible Wool Standard company list or the ZQ Brand Partners list including the Brand name. c. A brand RWS certificate (template here). d. A picture of the item label or packaging including the RWS company logo And wool is the main component of the product Source: Zalora Indonesia
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Table 2. Eco-Production Verification

Criteria	Proof Needed
Oeko-Tex Certification	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. The Oeko-tex label certification number allowing to verify on Oeko-tex label check that the individual item is listed and the certificate is still valid. c. A picture of the item label or packaging including the Oeko-Tex logo.
Bluesign Certification	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A link to the to Bluesign membership list including the Brand name. c. A picture of the item label or packaging including the BLUESIGN® logo. Source: Zalora Indonesia

Table 3. Fair Production Verification

Criteria	Proof Needed
Fairtrade Certification	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A picture of the item label or packaging including the Fair Trade seal.
Responsible Jewellery Council Certification	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A link to the Responsible Jewelry Council certified list with the Brand name. Source: Zalora Indonesia

Table 4. Animal Friendly Verification

Criteria	Proof Needed
Vegan	A proof that the product is vegan through: a. A link to the Brand’s website including the relevant claim to the specific product or a proof that the brand manufacture only Vegan products through: a. A link to a public commitment from the Brand to manufacture only vegan products. b. A link to the following certifications sites with the Brands name: Vegan.org certification list, Vegan society list, Peta approved Only products intended to be a substitute to a leather or fur based product (for instance footwear) can be tagged as Vegan on Zalora.
Non-mulesed wood	a. A link to the Brand’s website including the relevant claim to the specific product (e.g. the product page or other page with detail on the products included). b. A link to a public commitment from the Brand to source only non-mulesed wool. c. A link to the the Responsible Wool Standard certification or ZQ merino brand partner with the Brand name Source: Zalora Indonesia

Table 5. Community Engagement Verification

Criteria	Proof Needed
Not for Profit Organisation	a. A link to the Brands’ website stating that the Brand is a Not for Profit organization
B Corp Certified	a. A link to the Brand’s website stating that the Brand is holding a B Corporation certification. b. A link to the B Corp directory with the Brand name.
Donation to Charity Made with Purchase	a. A link to the Brands’ product page or other Brand information page stating a donation is made when any product is sold by the Brand, with the details regarding the type of donation and the beneficiary.
≥ 1% of all Profits Donated to Charity	a. The brand is listed in the 1% for the planet b. The brand is member of Pledge 1% c. Any document provided by the Brand which: i. Confirms the profit donation % or profit donated in the previous 12 months to the date of the letter ii. Provides details of the registered charity and the amount donated iii. Signed and dated by CEO or other C-level executive Source: Zalora Indonesia

Table 2 shows eco-production verification, Table 3 shows fair production verification, Table 4 shows animal-friendly verification, and Table 5 shows community engagement verification.

#### 4. Conclusion

There are 5 Earth Edit Zalora criterias: 1) Earth friendly materials, 2) Earth friendly processes, 3) Fair production processes, 4) Animal friendly, and 5) Community involvement. Each supplier (brand) who wishes to be tagged as earth friendly brands need to go through layers of verification and need to provide certifications as proof. The author realizes that for small brands, this standard is a bit difficult to meet because it requires a lot of processes towards certification. Certification itself also certainly requires a lot of money. Of the five criteria standardized by Zalora, the first criterion (sustainable material) is the stage that is considered the easiest to achieve. The table below is the golden standard as guideline for brands (Table 6).

Table 6. Zalora Earth Edit Criterias

Earth Edit Tag	Criteria Accepted
Sustainable Materials	Leather Working Group certified
	More than 40% of recycled cotton
	More than 75% of FSC certified material
	More than 75% of Lenzing
	More than 75% of Lyocell
	More than 75% of Tencel™
	More than 75% of hemp
	More than 75% of jute
	More than 75% of linen
	More than 75% of mixed / other sustainable materials
	More than 75% of organic cotton
	More than 75% of recycled Nylon or lycra /

	<p>elastane                  More than 75% of recycled polyester                  More than 75% of recycled wool                  More than 75% of renewed/upcycled materials                  Vegetable Tanned Leather                  Wool Certified for Responsible Land Management Practices</p>
Eco-Production	<p>Certified free of harmful chemicals (Oeko-Tex Certification or Bluesign®)                  EU eco-label certified</p>
Fair Production	<p>Fairtrade certified                  Jewelry products only: Responsible Jewellery Council Certification</p>
Animal Friendly	<p>Non-mulesed wool                  Responsible Down Standard certified                  Made using vegan materials</p>
Community Engagement	<p>Brand donates 1% or more of all profits to charity                  Brand donates to charity through the purchase of this product                  Brand with a social mission (not-for-profit or certified B-Corp)</p>

Source: Zalora Indonesia

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