

# Engaging Customers In-store to Enhance Durability



Since 2001, the John Lewis Partnership (JLP) has reported annually on its sustainability performance.

The business strives to implement industry best practice in its management of environmental impacts and how it engages its suppliers, local communities and employees (Partners).

## Key Facts

- **Partner Guide** - JLP updated the Selling Partner Learning Guide to include key messages which can be shared with customers to increase the durability of garments.
- **Messages** - The guide incorporated messages which reflects WRAP's Love Your Clothes (LYC) campaign messaging.
- **Embedding best practice** - This approach helped JLP start to embed durability into operating procedures and obtain buy in for the delivery of longer lasting garments.
- **Annual reviews** - The guide will be reviewed internally on an annual basis in line with JLP's commitment to SCAP.

Background

Staff selling guides

Love Your Clothes

## Case Study

## How it all started

As part of its commitment to continual improvement the JLP became a signatory of the Sustainable Clothing Action Plan (SCAP) 2020 Commitment.

This Commitment is managed by WRAP and seeks to significantly reduce the environmental impacts of clothing across its lifecycle.

In 2015, JLP participated in a project to enhance the durability of clothing. This project fitted well with the Partnership's goal to take all reasonable steps to minimise detrimental effects on the environment and promote good environmental practices to others.

Creating longer lasting garments and encouraging customers to enhance the garment's lifecycle is the most significant action that can be taken to reduce the carbon, water and waste footprints of UK clothing.

To meet this goal, JLP added sustainability messaging to their training manuals and customer communications to enable partners to communicate key information around increasing the durability of garments.

## Durability in Selling Partner Guides

JLP provides its shop floor staff, known as Selling Partners, with a range of training materials and guides to help them provide the best customer service in store.

The Selling Partner Learning Guide provides JLP Selling Partners with information they can communicate to customers on the shop floor. The business was keen to update the manual to include messaging from WRAP's Love Your Clothes campaign. This would assist the Selling Partners to share three key messages on how to increase the durability of clothing:

- The connection between clothing that is more durable and higher quality and the environmental impact of those garments in comparison to disposable fashion.
- How the use of the right detergent and lower washing temperatures can benefit the life expectancy of clothes and reduce their wash, wear and disposal impacts on the environment.
- The opportunity to extend the life of clothes through simple changes and repairs.

Background

Staff selling guides

Love Your Clothes

## Love Your Clothes

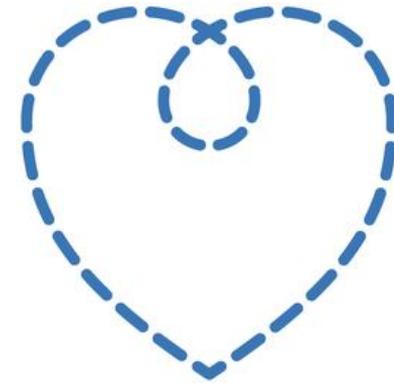
The new sections of the Selling Partner Guides include support and advice to help the Selling Partners advise customers on a selection of key types of clothing that can work with the rest of their wardrobe.

This will encourage them to keep their clothes for longer and keep the look fresh. It also advises on how to engage customers around accessorising to add new life into garments and achieve a new look.

JLP also provides storage solutions for clothes that are not being worn or that are being saved until next season. These include airtight containers or plastic storage containers. They also provide information to help the Selling Partners explain how better storage improves the durability of clothing to their customers.

The guide also provides advice to share with customers to help them understand the best washing, drying and ironing approaches to be used with their garments to help them looking fresher for longer.

Where damage has occurred to clothing, the Selling Partners have guidance on how to find a way of transforming a jumper or customising a pair of jeans and patching small holes.



# YOUR CLOTHES

*'Increasing the durability of our own-brand garments we sell helps us to meet our commitment to provide value and high quality service to our customers as well as reducing the environmental footprint of our clothing.'*

**Eoghan Griffin, Sustainable Sourcing Manager  
John Lewis Partnership**

Background

Staff selling  
guides

Love Your Clothes

John Lewis **wrap**

**WRAP's vision** is a world where resources are used sustainably. It works in partnership with governments, businesses, trade bodies, local authorities, communities and individuals looking for practical advice to improve resource efficiency that delivers both economic and environmental benefits.

**Disclaimer:**

While we have tried to make sure this case study is accurate, we cannot accept responsibility or be held legally responsible for any loss or damage arising out of or in connection with this information being inaccurate, incomplete or misleading. This material is copyrighted. You can copy it free of charge as long as the material is accurate and not used in a misleading context. You must identify the source of the material and acknowledge our copyright.

You must not use material to endorse or suggest we have endorsed a commercial product or service. For more details please see our terms and conditions on our website at [www.wrap.org.uk](http://www.wrap.org.uk) Case studies were generated as a result of specific trials carried out by WRAP and the named organisations during January to July 2015

**Our mission is to accelerate the move to a sustainable resource-efficient economy through:**

- **re-inventing** how we design, produce and sell products;
- **re-thinking** how we use and consume products; and
- **re-defining** what is possible through recycling and re-use.