

2030

Another Life is how we're redefining fashion for a more circular future so that together we can give 5 million items another life.

By designing for longevity and making it easier for customers to give their clothes a second, third or even fourth life, **Another Life** turns everyday choices into lasting impact — reducing waste, protecting resources and proving that quality and circularity go hand in hand.

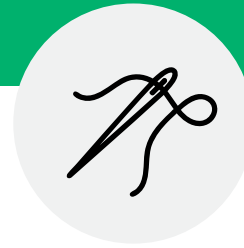
M&S



REWEAR

2030 Ambition:

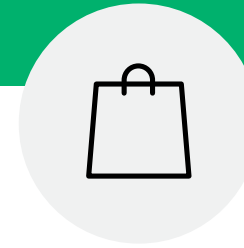
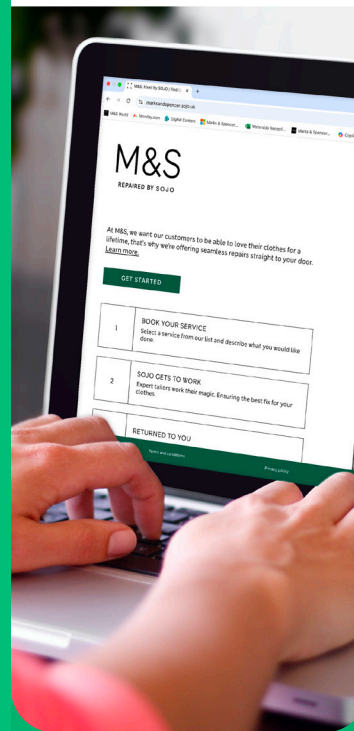
We are committed to sourcing **100% of our textiles** for fashion and home from **preferred alternatives**. We design our clothes with the right materials in mind and so that they can be worn and re-worn season after season. We believe clothes should **stay in wardrobes longer** and longevity starts with great design and material choices.



REPAIR

2030 Ambition:

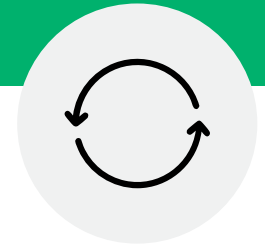
We want to **make it as easy as possible** to extend the life of clothes. The M&S Fixed by SOJO programme helps customers to access repairs so they can continue to **love their clothes for longer**.



RESALE

2030 Ambition:

Make it effortless for customers to **give and buy pre-loved M&S** by scaling resale through our partnerships with Oxfam, Reskinned and eBay so more great-quality pieces **stay in use for longer**.



RECYCLE

2030 Ambition:

We will help unlock the next stage of circularity by **investing in innovation and partnerships** that build and shape the infrastructure needed to recycle textile fibres, enabling more clothing to be **turned into new materials where reuse isn't possible**.

