

## Nobody's Child introduces first digital product passports

### What is it?

In September 2023, fashion brand Nobody's Child partnered with tech company Fabacus to introduce digital product passports (DPPs) to its Nobody's Child x Fearne Cotton clothing line.

### Why does it matter?

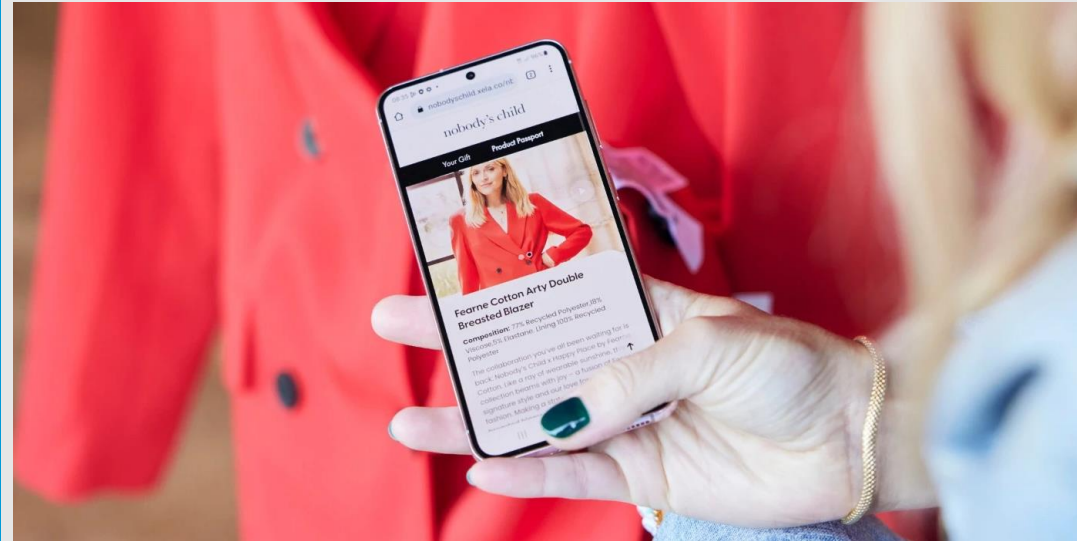
DPPs feature QR codes on product care labels, which customers can scan for access to information about raw materials, suppliers, logistics, packaging, care instructions, end use and more. Customers can also download unique NFTs as a digital receipt.

### Strategic implications:

Transparency is a high priority for retailers, both informing shoppers to make conscious choices and enabling retailers to track detailed carbon footprints and forge deeper collaborations with suppliers. DPPs are also proposed in future EU legislation.

### STEPIC drivers/winning strategies:

Digital transformation to maximise efficiency  
Sustainable partnerships



nobody's  
child

*"[This project] is a huge step forwards in our journey towards full traceability and transparency."*

*"We know that our customers want to make conscious consumption choices, and the introduction of DPP is another move towards honesty and integrity with our community."*

Jody Plows, chief executive,  
Nobody's Child