



The wellbeing of those making our products are at the heart of our sustainability strategy. As a large, family-owned company, we value driven in the way we do business, and sustainability is a core part of all our business operations. This made us come together with several other brands as well as global union IndustriALL as founding members to the industry-network “ACT- Action, Collaboration and Transformation” in 2013. Through ACT we work on an industry-wide and systematic change on wages for those making our products. Today, ACT consists of 22-member brands. The issues reported on by Oxfam calls urgently for the industry to come together and for ACT member base to increase. We encourage everyone to join so that we can scale up the collective bargaining and empowerment of workers on the ground, through unions ensuring that workers voices are heard and integrated into the way we work on wages throughout the supply chain. The report shows the complexities of a living wage, and the fact that it is not simply to raise the prices of products sold to consumers is apparent. We need to work on wage management systems, workplace dialogue and purchasing practices simultaneously, and continue to be persistent and remain transparent on results and actions taken along the way. We genuinely think that the success of the garment sector should imply a more even distribution of the wealth gathered, and we are working long term and persistently to make that happen. To produce change on the ground everyone needs to take responsibility for these women’s faith and lives, including brands, unions, worker representatives, suppliers and governments.