

BRANDS

BRANDS:

BRANDS
Shirts for Life

Formal name: Brands Fashion GmbH
HQ: Germany
Revenue 2018: € 70 000 000
Profit 2018:

Direct suppliers: 70
Sub-contractors: -
according to brand

Top production countries: China
Bangladesh
India

SUPPLY CHAIN TRANSPARENCY:



BRANDS does not disclose names and addresses of its suppliers. → It is time for BRANDS to go transparent! A first step should be to comply with the Transparency Pledge, and publish data in a machine-readable format.

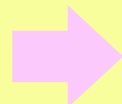
see: transparencypledge.org

LIVING WAGE PAID:



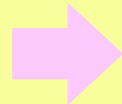
This means: BRANDS makes no claim and no public evidence was found that its suppliers are paying a living wage. → BRANDS should respect the right of workers in its supply chain to a living wage and ensure full transparency in order to demonstrate the implementation of a real living wage at factory level.

BRANDS has published a clear commitment to ensure a living wage is paid across its supplier network.



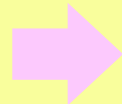
This is a good start! We encourage BRANDS to put their commitment into action.

BRANDS says it is working on improving wages for workers across its supplier network. However, it does not meet all elements of a public, time-bound action plan.



BRANDS should improve its plan to achieve a living wage in a reasonable time-frame.

No evidence was found that BRANDS takes steps to safeguard wages when they are in price negotiations with suppliers. This allows suppliers to put profit margins ahead of wage security for workers.



BRANDS should isolate labour from other production costs, so its suppliers do not cut wages in order to negotiate lower prices.

Several benchmarks are available for companies to measure whether wages are sufficient to meet the basic needs of workers and their families.

No evidence was found of public information on gender pay gaps in its supply chain.

Of these, the company says it is using the following in its supply chain:
- Asia Floor Wage Living Wage Benchmark
- Global Living Wage Coalition (Anker)

No data about wages currently paid to workers at its suppliers is disclosed.

BRANDS does not publicly report on unionization of workers nor on existing collective bargaining agreements in its supplier factories.

FASHION
CHECKER

BRAND PROFILE

APRIL 2020



Funded by the
European Union