

BESTSELLER

Brands: Jack & Jones, Vero Moda, Only, Name It, Pieces, Selected, Outfitters Nation, Object Collectors Item, Vila Clothes, Junarose, Mamalicious



COMPANY POSITION ON THE LIVING WAGE:

“The employees are entitled to at least the statutory minimum wage, or the standard benchmark rate in the industry, whichever is higher, and should be enough to meet basic needs. Suppliers are expected to be open, and to actively work on reaching a sustainable solution to providing living wages ... When Bestseller mentions living wages we use the same definition as Asia Floor Wage.”

WHAT WE SAY:

Bestseller recognises the principle of a living wage, but as a company it has a long way to go if this is to become a reality for workers in its supplier factories. No evidence was given of work to increase wages above the minimum wage, aside from trainings for management and staff.

IN MORE DETAIL:

Has living-wage benchmarks?

No.

Worker empowerment:

Bestseller says: "In order to communicate the right to freedom of association and collective bargaining to workers in our supply chain we have developed a poster and booklets describing Rights and Responsibilities according to our Code of Conduct. The posters has been distributed to all production units and the booklets have been distributed to 50.000 workers in China, 20.000 workers in Bangladesh and 10.000 workers in Turkey. In Bangladesh we also made an illustrated version for those workers who are illiterate. On the posters there is a contact phone number in case of grievances according to the working environment."

Some training has also been given to the management of Bestseller's top 25 suppliers about freedom of association.

Commitment and practices:

No living-wage benchmarks were provided. Bestseller says it is in the process of developing a wage calculation matrix so it can measure and compare wages in different countries.

Bestseller adopted a new strategy in November 2013 that will guide its sustainability work towards 2020. As part of this, it announced the following goal: "We will have a clear process in place that will enable our suppliers to pay a fair living wage." No further information was given on what this entails.

Collaborative approach:

Bestseller is a member of the Danish Ethical Trading Initiative, but no work as part of this was mentioned.

Strategy:

Bestseller has no strategy for ensuring workers in its factories are paid a living wage.

Production overview:

Number of suppliers: Bestseller did not disclose this information.

Main production countries listed as: Bestseller did not disclose this information.

Bestseller does not publish a full public list of the names and addresses of its supplier factories.

COMMENTS:

It is positive that Bestseller recognises a living wage should provide for a family and meet their needs. We hope that in its coming work to establish wage matrices for its production countries, the Asia Floor Wage standard will feature prominently. Bestseller now needs to come up with a methodology for delivering this sort of promise into the pockets of workers – not an easy task. Its 2020 commitment is a positive step towards this, although now needs content. We look forward to monitoring this progress.