



## Williams-Sonoma

Subsidiaries: Pottery Barn, West Elm, Rejuvenation  
Locations: California (HQ)  
Industries: Retailing

RISK LEVEL:



High Risk

### DESCRIPTION:

William Sonoma is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. William Sonoma embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

### Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

*Williams-Sonoma received a score of 85 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). However, Williams-Sonoma has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (4).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk**

*Williams-Sonoma's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3). The company does not appear to discriminate against charitable organizations based on views or beliefs (4).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Williams-Sonoma does not provide viewpoint protections for its employees (1). The company also implemented unconscious bias training for its employees (2).*

### Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk**

*Williams-Sonoma HRC 2023-2024 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2)(3). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Williams-Sonoma signed the United Nations Free & Equal campaign for LGBTQ policies (3). The company signed an open letter in support of the Equality Act, a controversial bill (4)(5). Williams-Sonoma signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex (6). The company's CEO, Laura Alber, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (7)(8).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

*William-Sonoma 's HRC 2023-2024 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2)(3). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Williams Sonoma is a National Corporate Gold Partner with the HRC (4). The company donates to many LGBTQ-interest lobbyist organizations (5). William-Sonoma donated \$9.5 million to the Trevor Project as part of its Pride fundraiser, which included hosting a drag queen cook-off (6)(7). William-Sonoma donated \$250,000 to a list of organizations that included the NAACP and the National Urban League (8). Williams-Sonoma runs fundraisers for the National Urban League and other organizations through its merchandise sales (9). Williams-Sonoma's subsidiary West Elm signed the Fifteen Percent Pledge and "committed to dedicate 15% of their shelf space to Black-owned brands" (10)(11).*

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. High Risk**

*Williams-Sonoma HRC 2023-2024 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2)(3). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Williams-Sonoma does not operate a PAC or engage in lobbying at this time (4)(5)(6).*

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