



Williams-Sonoma

Subsidiaries: Pottery Barn, West Elm, Rejuvenation

Locations: California (HQ)

Industries: Retailing

RISK LEVEL:



High Risk

DESCRIPTION:

Williams-Sonoma received a score of 85 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC). By complying with HRC's controversial demands, Williams-Sonoma increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Williams-Sonoma forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Williams-Sonoma corporately funds the Human Rights Campaign (HRC) and supports the Equality Act. For these reasons, Williams-Sonoma receives a High Risk rating.

Corporate Weaponization

Has denied service to 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 terminated business relationships due to religious beliefs or political views.

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).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Williams-Sonoma does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Williams-Sonoma 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 CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (4). The company signed the United Nations Free & Equal campaign for LGBTQ policies (5). Williams-Sonoma signed an open letter in support of the Equality Act (6)(7).

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

William-Sonoma 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 contributions for ideological, non-business purposes. High Risk

Williams-Sonoma HRC 2023 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).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023