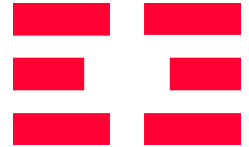




Madewell

Locations: New York (HQ)
Industries: Retailing

RISK LEVEL:



High Risk

DESCRIPTION:

Madewell's parent company J. Crew scored a 70 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, the company increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, and philanthropic support. Madewell does not provide viewpoint protections for its employees but has not publicly terminated business relationships based on views or beliefs. The company has publicly advocated for looser abortion laws and implemented mandatory diversity trainings for its employees. J. Crew Group partners with the Black Lives Matter organization and the ACLU, and Madewell donates to Black Lives Matter, the Human Rights Campaign, and the National Network of Abortion Funds. The company is a member of the "Don't Ban Equality" business coalition. For these reasons, Madewell earns 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**

J. Crew Group, the parent company of Madewell, received a score of 70 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). Among other requirements, this means the company pledges to vet vendors for LGBTQ policies. Madewell outlines in its supplier code of conduct that suppliers must not discriminate based on sexual orientation (3). However, Madewell has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

J. Crew (1)(2). Madewell does not publish charitable giving guidelines.

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

(1)(2). Madewell does not provide protections against viewpoint discrimination (3).

Corporate Governance and Public Policy

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

Madewell has implemented mandatory diversity training for all employees (1). Madewell signed the Fifteen Percent Pledge and “committed to dedicate 15% of their shelf space to Black-owned brands” (2)(34).

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

In addition to J. Crew’s partnership with Black Lives Matter and the ACLU, Madewell made a donation of \$750,000 to the Black Lives Matter organization in 2020 (1)(2). Madewell also donates to the Human Rights Campaign through its charitable giving program (3). Madewell donates 100 percent of the proceeds from select clothing items to the National Network of Abortion Funds (4). J. Crew(5)(6). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Madewell has released LGBTQ-related products (7).

Uses corporate political contributions for ideological, non-business purposes.

N/A

Madewell does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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