



Kering

Subsidiaries: Gucci, Balenciaga, Saint Laurent

Locations: France (HQ)

Industries: Consumer Durables and Apparel, Household and Personal Products

RISK LEVEL:



Medium Risk

DESCRIPTION:

Kering is a luxury goods corporation headquartered in Paris, France. Kering owns a variety of multinational luxury brands, including Gucci, Balenciaga, and Saint-Laurent. By complying with the HRC's controversial demands, Kering increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees. It also uses sex and gender ideology criteria in vendor selection, marketing, and philanthropic support. Kering uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. Kering has not publicly terminated business relationships based on views or beliefs. The company provides a benefits package for employees which covers travel/lodging costs for an abortion. Kering and its subsidiaries advocate for progressive ideological policies and causes in the United States and abroad. Kering and its brands have unilaterally criticized the decision to overturn Roe v. Wade. The companies have taken stances on other issues, including gun control, the refugee crisis, and racial justice, including funding policy-driven organizations. For these reasons, Kering receives a Medium 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**

Kering Americas 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). However, the company 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**

The Kering Foundation focuses on preventing violence against women and supporting survivors of abuse (1). Kering's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (2)(3)(4).

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

Lower Risk

Kering protects its employees against viewpoint discrimination (1).

Corporate Governance and Public Policy

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

Kering issued a public statement criticizing the US Supreme Court's decision to overturn Roe v. Wade (1). Chime for Change, a partnership between Kering subsidiary Gucci and the Kering Foundation, hired a gun control activist, Sarah Chadwick, as a spokesperson (2). Chime for Change includes abortion access as a centerpiece of its advocacy work, both in the United States and abroad (3). Kering has embraced Diversity, Equity, and Inclusion initiatives, requiring diversity and inclusion training for executives across all its host countries (4). (5)(6). In 2021, Gucci started using gender expansion language to allow employees to self-identify their gender (7). Gucci created a gender-fluid collection in support of LGBTQ identities (8). Balenciaga featured an artist's line of clothing portraying explicit content of children (9). Kering's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (10)(11). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

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

Kering provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3). The company's HRC 2023 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 (4)(5). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Balenciaga, another Kering subsidiary, made a similar statement (6). Kering and its subsidiaries have also funded Campaign Zero and the Know Your Rights Camp, a group run by Colin Kaepernick (7)(8). Gucci also pledged \$500,000 to the March for Our Lives gun control campaign (9). Gucci runs a separate charitable giving campaign for "Changemakers" whereby "the fund provides preference to organizations led by diverse leaders. Gucci Changemakers will assist applicants focused on critical social impact areas, including social justice and equity, arts and culture; health equity and wellness; and education. In addition, we highly encourage organizations focusing on reducing gun violence, increasing access to voting, and supporting individuals with disabilities to apply" (10). Kering brand Balenciaga committed to an annual donation to the NAACP following George Floyd's death (11)(12).

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

High Risk

Kering's 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). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (3)(4).

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