

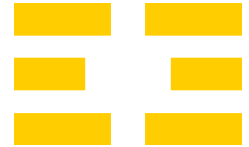


# Kering

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 Yves Saint-Laurent. Though Kering has pledged to vet vendors for LGBTQ policies, the company provides protections against political viewpoint discrimination and has not publicly terminated business relationships due to ideological differences. However, Kering and its subsidiaries advocate for progressive ideological policies and causes both in the United States and abroad. Kering and its brands have unilaterally criticized the decision to overturn *Roe v. Wade* and offered to pay employees' abortion-related travel expenses. 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 100 on the Corporate Equality Index from the Human Rights Campaign (1). Among other requirements, this means Kering pledges to vet its vendors for LGBTQ policies. However, the company has not publicly terminated business relationships due to ideological differences.*

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

*The Kering Foundation focuses on preventing violence against women and supporting survivors of abuse (1). The foundation does not discriminate against religious organization. The Gucci Changemakers North America Impact Fund does not actively discriminate against religious nonprofits (2).*

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

*Kering prohibits discrimination and harassment based on political affiliation (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 trainings 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).

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

After *Roe v. Wade* was overturned, Kering brand Gucci stated that it would expand its medical benefits to cover abortion-related travel expenses for employees and partner with pro-abortion organizations through its charitable giving program (1). Balenciaga, another Kering subsidiary, made a similar statement (2). Kering and its subsidiaries have also funded Campaign Zero and the Know Your Rights Camp, a group run by Colin Kaepernick (3)(4). Gucci also pledged \$500,000 to the March for Our Lives gun control campaign (5). 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" (6).

**Uses corporate political contributions for ideological, non-business purposes.****N/A**

Kering does not have a PAC or engage in any contribution to politicians or political parties.

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