

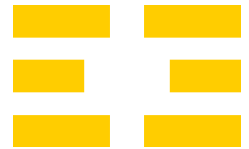


Lands' End

Locations: Wisconsin (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

Lands' End scored a 90 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 marketing and philanthropic support. Lands' End 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. Lands' End does not provide viewpoint protections for its employees but has not publicly terminated business relationships based on views or beliefs. For these reasons, Lands' End 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**

Lands' End has a written policy pledging to vet vendors for LGBTQ policies. Its Global Compliance Program requires vendors to include sexual orientation in their nondiscrimination policy (1). However, it 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. **Lower Risk**

Lands' End does not discriminate against charitable organizations based on views or beliefs (1). Lands' End does not offer an employee donation-matching program at this time (2).

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

Lands' End indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Lands' End does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

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

Lands' End has published articles about LGBTQ Pride outfits and celebrations (1). Lands' End'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 (2)(3). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Lands' End promotes DEI initiatives in articles on its corporate apparel customer site (4). Lands' End funds Girls Inc., which advocates for abortion access, with sales from a collaborative clothing line (5)(6).

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

In 2016, Lands' End pledged donations to the Fund for Women's Equality, Inc. for every buyer who ordered an Equal Rights Amendment Coalition logo monogram on a clothing item, though the company canceled the promotion after backlash (1)(2)(3). Lands' End has also donated to an LGBTQ-only scholarship organization (4). Lands' End'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 (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.

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

Lands' End'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. Lands' End does not operate a PAC at this time (3)(4)(5).

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