



# Lands' End

Locations: Wisconsin (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

## DESCRIPTION:

Lands' End does not provide protections against viewpoint discrimination, though the company has not terminated business relationships due to ideological differences. However, the company has engaged in various ESG practices, including some examples of DEI and LGBTQ-related advocacy. Lands' End has also routed funds from clothing sales to Girls Inc., which advocates for pro-abortion legislation. 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.** Lower Risk

*Lands' End 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 have a written rule discriminating against religious organizations in its charitable giving (1). Lands' End does not have 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 does not provide protections 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

*Lands' End has published articles about LGBTQ Pride outfits and celebrations (1). Lands' End promotes DEI initiatives in articles on its corporate apparel customer site (2). Lands' End integrates ESG into all of its business practices (3).*

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

*Lands' End funds Girls Inc., which advocates for abortion access, with sales from a collaborative clothing line (1)(2). 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 (3)(4)(5). Lands' End has also donated to an LGBTQ-only scholarship organization (6).*

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

*Lands' End does not have a PAC at this time.*

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