



Authentic Brands

Subsidiaries: Reebok, Forever 21, Nautica, Juicy Couture, Van Heusen

Locations: New York (HQ)

Industries: Retailing

RISK LEVEL:



Lower Risk

DESCRIPTION:

Authentic Brands has not publicly terminated business relationships based on views or beliefs. The company does not protect its employees against viewpoint discrimination but will not discriminate against religious organizations in its charitable giving. Authentic Brands has published articles on its subsidiaries and the LGBTQ causes they support. However, the company does not use corporate funds to advance ideological agendas. For these reasons, Authentic Brands receives a Lower 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

Authentic Brands 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

Authentic Brands does not discriminate against religious organizations in its charitable giving [\(1\)](#).

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

Authentic Brands does not provide viewpoint protections for its employees [\(1\)](#).

Corporate Governance and Public Policy

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

[1](#).

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

Authentic Brands has not used corporate funds to advance ideological causes, organizations, or policies [\(1\)](#).

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

N/A

Authentic Brands does not operate a PAC or engage in lobbying at this time [\(1\)](#)[\(2\)](#)[\(3\)](#).

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