



# Eddie Bauer

Subsidiaries: SPARC Group LLC  
 Locations: Washington (HQ)  
 Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Eddie Bauer, a subsidiary of SPARC Group LLC, often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Eddie Bauer occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

## Corporate Weaponization

**Has canceled 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**

*Eddie Bauer has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1). SPARC Group received a score of 90 on the 2025 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 (2)(3).*

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

*Eddie Bauer does not publish charitable giving guidelines (1).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Eddie Bauer's parent company, SPARC Group's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Eddie Bauer does not provide viewpoint protections for its employees (3).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk**

*Eddie Bauer has committed to public advocacy for LGBTQ causes through the promotion of "queer-focused outdoor groups" like LGBTQ Outdoors, Queer Climbing Collective, and OutCycling (1). The company used its reputation to support the LGBTQ movement (2)(3). In 2020, Eddie Bauer used its corporate reputation to support the Black Lives Matter movement (4)(5)(6)(7). Eddie Bauer sells LGBTQ Pride Merchandise (8). Eddie Bauer's parent company, SPARC Group's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (9)(10).*

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

*Eddie Bauer's parent company, SPARC Group's HRC 2025 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Eddie Bauer has funded the Colors of Change (3). It also allocated funds for its "One Outside Firm Grant" and "The Venture Out Project" to promote the LGBTQ community (4)(5).*

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. High Risk**

*Eddie Bauer's parent company, SPARC Group's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Eddie Bauer's PAC has been defunct since 2008 and the company has not reported on its lobbying (3)(4)(5).*

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