

A woman with long dark hair, wearing a long-sleeved, patterned dress in shades of pink, blue, and maroon, stands in a lush green field filled with yellow wildflowers. She is leaning against a large, weathered, grey rock. The background shows rolling green hills under a cloudy sky.

SUSTAINABILITY UPDATE

2024

WHITE STUFF

A WORD FROM OUR CEO

White Stuff has always sought to do business in a responsible and transparent manner. We make beautiful clothes that are built to last and feel special enough to wear season after season.

We are proud to be a company which strives to conduct its business responsibly and we have a sustainability strategy which is based around three pillars - Fabrics, Environment and Community. Our community includes everyone who works directly for us as well as our whole supply chain, and of course our customers and the communities around our shops.

This year we have continued to make good progress with our ESG roadmap, in particular with our increased use of certified materials within our products, the strengthening of our the end-to-end chain of custody certification of our certified materials, and the onboarding of a new charity partner, Create UK.

We continue to refine and improve the way we measure our greenhouse gas (GHG) emissions with more granular insight and the adoption of improved methodologies. This is a critical step to help us deliver our Science Based Targets initiative (SBTi) and Net Zero goals.

Over the last year we have invested in our Responsible Sourcing programme which has provided an additional level of independent review and assessment of our supply chain practices.

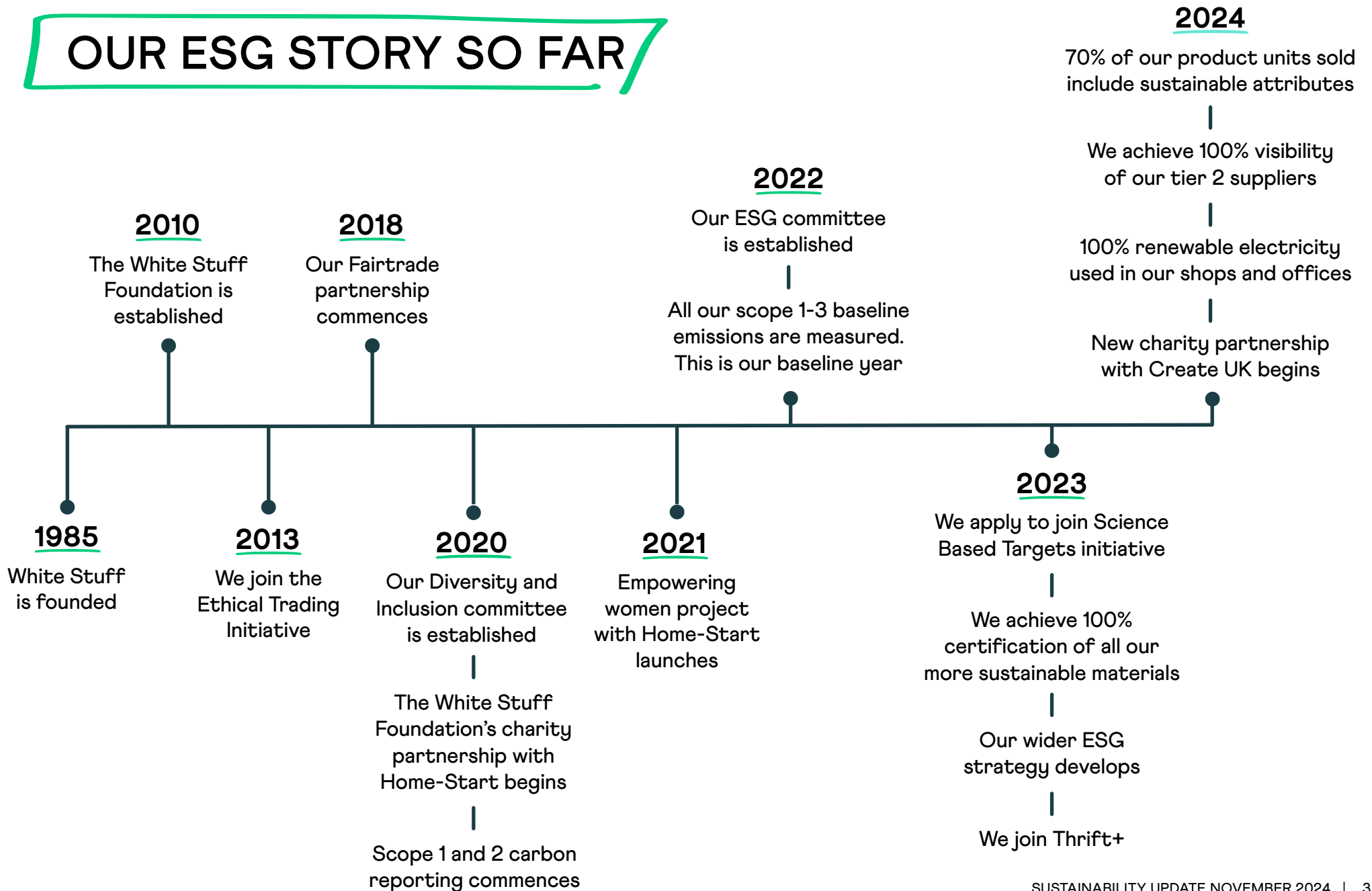
We have also invested in new platforms which have provided more granular, real-time reporting of our factory risk and compliance profile.

We are absolutely committed to continuing the momentum within the business and reaching our sustainability goals for the coming year and beyond.

- Jo Jenkins



OUR ESG STORY SO FAR



OUR ONGOING PRIORITIES

1.

We continue to increase the proportion of certified materials in our product ranges.

We have now achieved certified materials usage for 70% of our total product range.

2.

We continue to improve the visibility and transparency of our end-to-end supply chain.

We now have 100% visibility of the tier 2 suppliers in our supply chain.

These suppliers are the mills who create the fabrics in use in our clothes.

3.

We are measuring and reducing our carbon emissions – whether directly or indirectly produced.

We have improved our GHG reporting with bespoke metrics for the largest section of emissions - the production of our clothes. This allows for increased granularity and better understanding on how we can make reductions.

4.

We continue our long-standing practice of donating 1% of our profits to charity.

White Stuff donated over £129k in the last financial year, and over £4.6m since 2010.

5.

We continue to strengthen our position as a supportive employer, working with external experts to benchmark and critique our Diversity & Inclusion work.

We are delighted that D&I is our highest scoring area on Glassdoor reviews.

OTHER 2024 HIGHLIGHTS

#1

We were the UK's biggest fashion retailer of Fairtrade Sourced Cotton.

+3

New Diversity and Inclusion (D&I) policies:
Menopause policy
Menstruation policy
Endometriosis policy.

1,702

We donated 1,702 cartons to New Life (containing around 3,500 product samples).

7,120

We distributed 7,120 free period products to our UK employees.

£129K



donated to charity in 2024, totalling £4.6m donated since 2010.

100%

100% of the energy we used in our shops and at our head offices came from renewable sources.

Every e-commerce bags we sent out was made from 100% recycled content and was recyclable.

100% of our Retail and Product teams received bespoke 'spot the signs' Modern Slavery training.

100% of the packaging waste at our warehouse was recycled.

We achieved 100% visibility of our tier 2 suppliers.

FABRICS



FABRICS

We will continue to increase the proportion of certified materials in our product ranges. And from the end of 2024 onwards, we will only use certified cotton in all our fabrics.



FABRICS

We are known for using natural materials in our clothes, and our customers have told us they prefer them.

“Over 70% of our range is made from natural materials, such as cotton, wool and linen.”

These natural fibres create soft, breathable fabrics that are biodegradable, recyclable and compostable. By using certified sources, we are confident that the land, animals and farmers that produce the fibres are treated in a more sustainable and ethical way.

We define certified materials as having one of the attributes set out in the table, and are delighted that, for the year under review, 70% of our products contained them.

Attribute	Certification standard	% total units
Organic	Global Organic Textile Standard Organic Cotton Standard	32%
Fairtrade	Fairtrade Standard	19%
Sustainable Viscose	Lenzing™ EcoVero™, Lyocell, Tencel, Birla Livaeco™ and FSC.	8%
Recycled Fabric	Global Recycled Standard	6%
European Flax	European Flax	4%
Responsible Wool	Responsible Wool Standard	1%
Total		70%

OUR FABRICS AT A GLANCE

70%

of our product units sold last year include certified materials

100%

100% of our women's and men's t-shirts are made using Fairtrade cotton and organic cotton.

100% of our women's cotton chino trousers and shorts, and 100% of our men's cotton chinos, chino shorts, cargo trousers and cargo shorts are made using organic cotton.

100% of our socks and tights are made using organic cotton.

100% of our women's nightwear is made using certified materials – Fairtrade or organic cotton for our pyjamas and nighties, and RCS certified recycled poly for our cosy robes.

100% of our 2024 spring/summer woven linen range was European Flax certified.

100% of our 2024 spring/summer swimwear range was made from Repreve™ recycled nylon.

100% of our 2024 spring/summer leather shoes, boots and bags are certified by the Leather Working Group.

WHAT DO WE MEAN BY CERTIFIED MATERIALS?

By using certified materials we aim to either reduce or completely eliminate either environmental or societal harm from the production of our goods.

Certified materials are materials that are:

“more sustainable than their conventional alternatives, and that have their claims around sustainability verified by independent certification bodies.”

They have been certified to independent, third-party standards by globally recognised groups such as the Textile Exchange (a non-profit driving positive action on climate change across the fashion, textile, and apparel industry) and other bodies such as the Global Organic Textile Exchange.

And because they're fully certified we can be sure of their integrity at every stage of the supply chain. You can find out more by reading our Certified Materials Guide at whitestuff.com/materials-guide.





WHAT HAVE WE ACHIEVED THIS YEAR?

By the end of 2024 we anticipate that 100% of the cotton used in our fabrics will be either organic, Fairtrade or recycled cotton, and 90% of our viscose will be sourced from certified responsible sources including Lenzing™ EcoVero™, Birla Livaeco™ and FSC viscose.

This year we have also published our animal welfare policy to all suppliers stating animal fibres must not be obtained from live plucking of animals. We do not use mohair, alpaca, angora, or wool from sheep subjected to mulesing.



Fabric	2022 kg	2023 kg	% use change
Organic Cotton	268,008	937,349	+ 250%
Fairtrade Cotton	135,171	747,114	+ 453%
GRS Recycled Polyester	15,278	845,338	+ 5433%
EcoVero™ Viscose	46,471	216,188	+ 365%

All our certified materials carry independent chain of custody certification which provides us with transparency throughout the supply chain. It also ensures that our high ethical, environmental and chemical standards are met at each stage. This is backed up by procedures issued by the Organic Cotton Standard, Global Organic Textile Standard, Global Recycling Standard, Responsible Wool Standard and Forestry Stewardship Council which we apply to ensure we reach their required standards for each product.



This year both our head office and our distribution centre were audited by a third-party auditor for the Global Organic Textiles Standard (GOTS) and the Forestry Stewardship Council (FSC) to ensure we hold the necessary credentials to use and sell certified fabrics through all of our shops and our partnerships globally.



HERE ARE THE TARGETS WE HAVE SET FOR OURSELVES



2024
targets
achieved



2025
targets



100%

of our cotton fabrics will be made from certified cotton by the end of 2024. This means it will be cotton that's certified organic by the Global Organic Textile Standard (GOTS) or Organic Content Standard (OCS), recycled cotton, or Fairtrade cotton.

90%

of our viscose fabrics will be made from certified sources: Lenzing™ Ecovero,™ Birla Livaeco™, or FSC certified.

100%

of our leather footwear, bags and belts will be made from Leather Working Group (LWG) certified leather by the end of 2024.

100%

of our manmade cellulosic fibre (viscose, modal and lyocell fabrics) will be from certified sources by the end of 2025.

50%

of our synthetic materials will come from recycled sources by the end of 2026 (with 25% recycled by the end of 2025).



ENVIRONMENT

ENVIRONMENT

In 2018, the UN estimated that the fashion industry is responsible for 10% of global carbon emissions and that 85% of all textiles produced eventually end up in landfills.

The UN has also stated that a move to net zero emissions by 2050 is essential if we are to limit global temperature increases to 1.5C. As a responsible fashion retailer, we are determined to do our bit to help realise this and have our own commitment to join the SBTi next year.

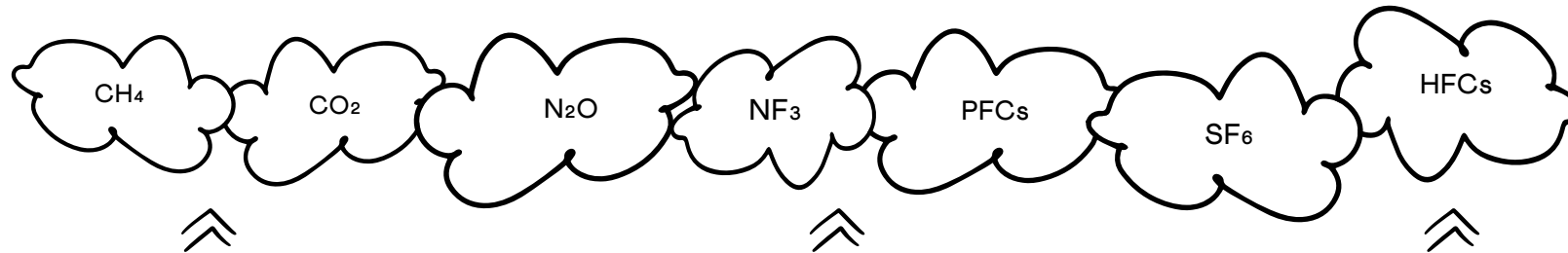
For several years, we have reported our direct emissions and energy usage in our annual report and accounts in accordance with our obligations under the Streamlined Energy and Carbon Reporting (SECR) policy.

This year we have sought to refine and understand in more detail the sources of both our direct and indirect carbon emissions so that we can better identify the areas where we can be most effective in reducing our carbon footprint.



HOW WE MEASURE OUR EMISSIONS

Scope 1, 2, and 3 carbon emissions are categories defined by the Greenhouse Gas (GHG) Protocol to help organizations measure and manage their greenhouse gas emissions. Here's a breakdown of each scope:



SCOPE 1 EMISSIONS

Definition

Direct emissions from sources that are owned or controlled by the organization

Examples

- Fuel combustion in company-owned vehicles.
- On-site energy generation (like natural gas boilers).
- Emissions from chemical production processes if owned by the company.

Why they matter

These are the emissions that a company has the most direct control over and can reduce through operational changes, such as improving energy efficiency or switching to cleaner energy sources.

SCOPE 2 EMISSIONS

Definition

Indirect emissions from the generation of purchased electricity, steam, heating, and cooling consumed by the organization.

Examples

- Emissions from electricity used to power offices, factories, or shops that is produced offsite by utilities.

Why they matter

While these emissions occur offsite, they result from the company's demand for energy. Companies can reduce Scope 2 emissions by purchasing renewable energy or improving energy efficiency.

SCOPE 3 EMISSIONS

Definition

All other indirect emissions that occur in a company's value chain, both upstream and downstream.

Examples

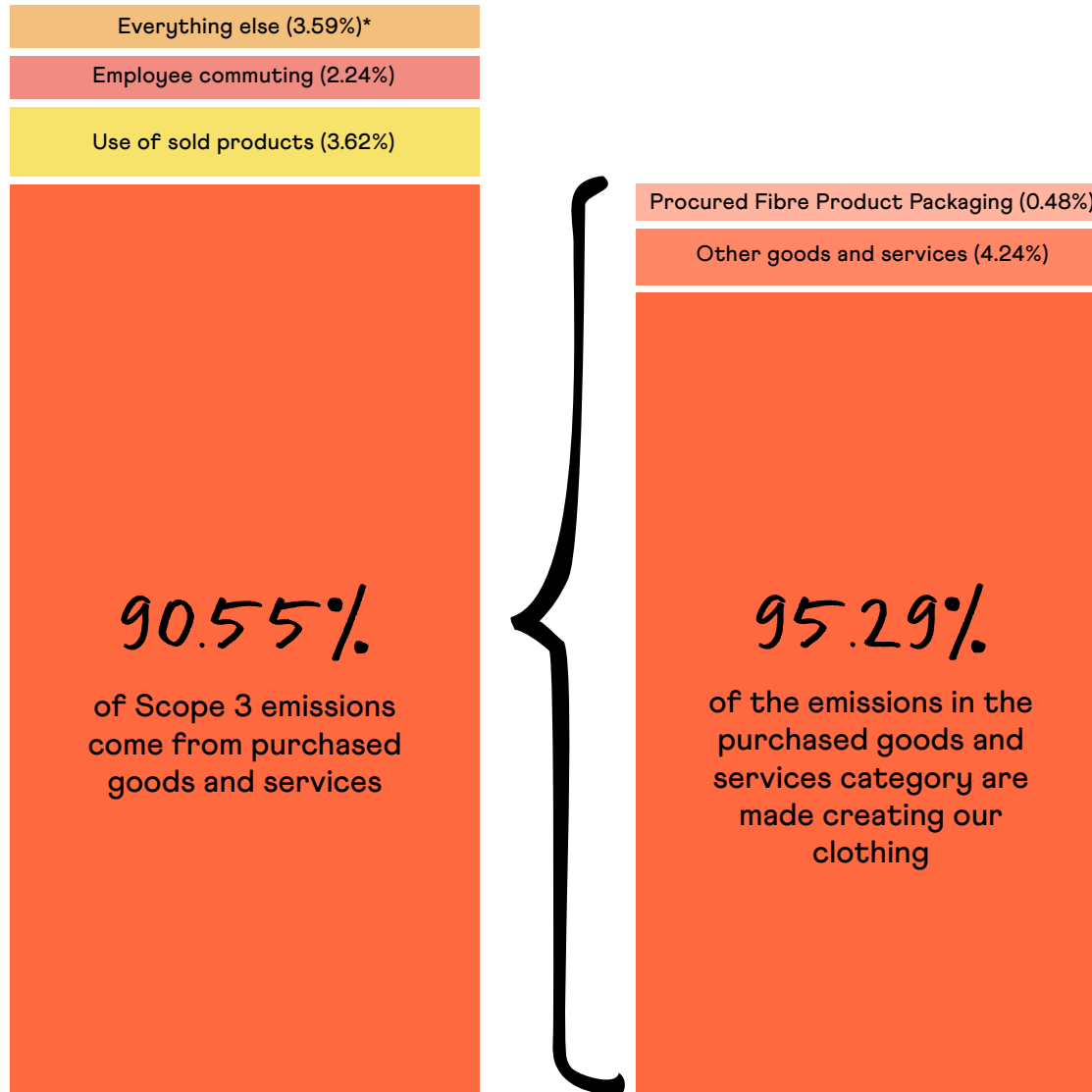
- Emissions from the production and transportation of purchased goods and services (upstream).
- Emissions from the use of sold products and disposal of waste (downstream).
- Business travel, employee commuting, and transportation logistics.

Why they matter

Scope 3 typically represents the largest portion of a company's carbon footprint, often accounting for 70% or more of total emissions. Despite being indirect, these emissions are influenced by a company's decisions and practices.

Companies with more than £500m turnover and more than 500 employees are required to report their scope 3 emissions, but we believe measuring and reporting ours is the right thing to do. While managing Scope 1 and 2 emissions is essential, focusing on Scope 3 emissions is crucial for achieving substantial reductions in a company's overall carbon footprint, driving industry-wide change, and demonstrating true environmental stewardship.

SCOPE 3 EMISSIONS



OUR GHG EMISSIONS RESULTS

Over the last year we have made substantial progress in the assessment of our emissions across Scope 1, 2 and 3. In partnership with emissions specialists, we conducted a Fibre Baseline Assessment enabling greater data accuracy and insights into our emissions, and allowing for a more focused reduction plan.

Emissions Category	Total Emissions (tCO ₂ e)	Percentage of Emissions
Scope 1	282	0%
Scope 2	962	1%
Scope 3	96,681	99%
Total	97,926	100%

*Upstream transportation and distribution (1.05%), capital goods (0.84%), end-of-life treatment for sold products (0.64%), upstream leased assets (0.41%), fuel and energy related activities (0.39%), business travel (0.27%)

FIBRE BASELINE

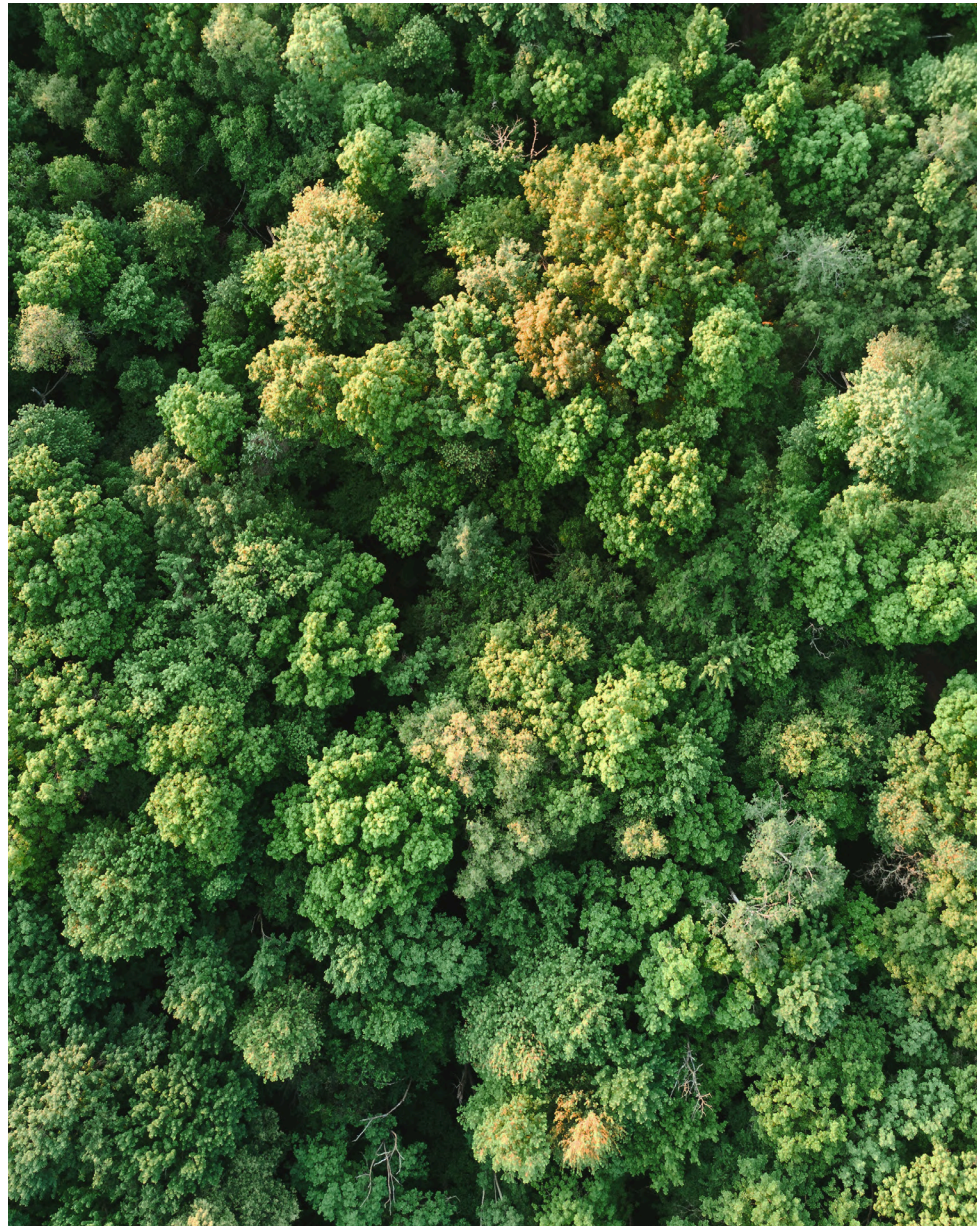
Our Fibre Baseline Assessment was a deep dive into how we make our clothes. We were able track the different processes used for different materials, and to study the impact of more sustainable practices.

“This resulted in a clearer breakdown of our emissions and will allow us to pinpoint key areas where we can make the biggest changes.”

For example, we found that organic cotton woven fibres have a 7% lower CO2e footprint than non-organic cotton woven fibres, and organic cotton knit fabrics have a 14% lower CO2e footprint than conventional cotton knit fabrics.

With recent updates to the Higgs Index (the emissions factors used to measure businesses’ CO2 output), our new fibre baselining process, and enhanced data gathering, we now have a more accurate representation of our total GHG emissions. Consequently, our reported emissions have increased year-on-year (from 46,856 to 97,925 tCO2) reflecting this improved methodology rather than any changes in our clothing production practices.

Fabric	Sum of Total kg CO2e	kg of Fibre	Knit or woven
Leather	11062027	321365	Non-woven
Wool	8063782	169279	Knit
Organic Cotton	7082400	411051	Woven
Fairtrade Cotton	5808918	744447	Knit
Cotton	5639499	304673	Woven
Linen	5356708	245495	Woven
Suede	4198452	121970	Non-woven
Organic Cotton	4084077	526299	Knit
Polycotton	3779699	229923	Woven
Cotton	3632798	402749	Knit
Viscose	3432949	135529	Woven
Modal	2923899	157946	Knit
Nylon	2071245	148306	Knit



REDUCING OUR WASTE

This year, we introduced our customers to Thrift+, an online marketplace for pre-loved clothes. Thrift+ bags are available on our website which customers can fill with their pre-worn clothes and return them to Thrift+ to be sold again on their website. We're delighted to see our customer engage with the circular economy in this way.

All our samples which are fit for re-use are offered to our employees through our popular sample sales, and all proceeds from these sales are donated to the White Stuff Foundation. Any samples that can't be redistributed in this way are sent to NewLife (a UK charity that supports disabled children) to be repurposed, sold or recycled. We send any single sample shoes to Jo's Odd Shoes, a specialist charity for amputees,

We have recycling systems in place in our shops, our head office and our distribution centre. Our food waste at HQ is separated and we separate difficult items for specialised recycling streams such as e-waste or textile scraps.

All the paper that we purchase for use in our shops and offices is Forest Stewardship Council (FSC) certified, and all our product swing tickets are made from FSC accredited paper. Our e-commerce bags are made from 100% recycled content, and are recyclable. In the year under review we have introduced e-receipts as an alternative to thermal paper receipts.

Other environmental highlights:



CLEANER ENERGY

This year we have continued to roll out LED lighting in our shops, with 85% of our shops now having LED lighting installed in the main shop area. We expect to reach 100% of shops by 2027.

We have also introduced 100% renewable electricity from our main energy supplier, and have installed energy tracking tools that will allow us to monitor energy usage at key locations to address any areas of unnecessary overconsumption.



WATER REDUCTION

The year, we have introduced digital printing to our processes to help decrease our total industrial water and energy usage compared to traditional dye methods.



PACKAGING RECYCLING

At our distribution centre we have introduced additional waste streams that enable 100% of our packaging to be recycled or otherwise repurposed, including cardboard boxes, plastic wrap and plastic bags.



PEOPLE

OUR SUPPLIERS

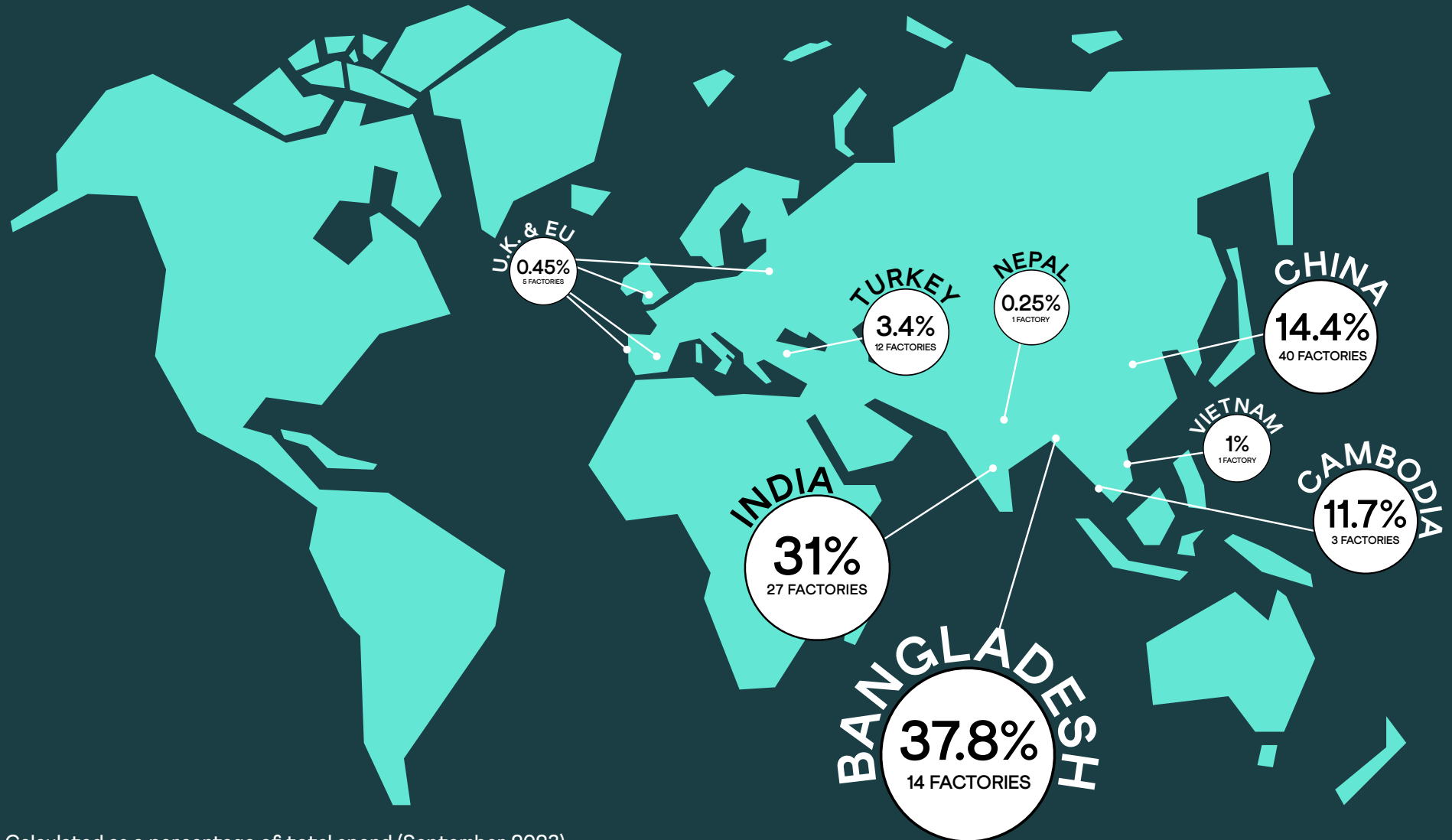
Our suppliers are chosen because of their impeccable manufacturing skills and good ethical credentials.

We select suppliers who share the same obsession with quality, attention to detail and ethical values as us, and because they have a proven commitment to operate their factories and treat their workers in an ethical and transparent manner.

We pride ourselves on our collaborative relationships with our suppliers and aim to build long term partnerships. We have been working with nearly half of our stock suppliers for more than 10 years, and our top 5 suppliers account for over 50% of our business.



WHERE WHITE STUFF IS MADE



NOTE: Calculated as a percentage of total spend (September 2023)

SUPPLY CHAIN TIERS EXPLAINED

The garment industry is a fragmented one, with several layers of production levels (known as ‘tiers’) involved in the production of our final products.

“White Stuff is committed to preventing any modern slavery across all our business operations.”

We have mapped 100% of our tier 1 supply chain. A complete list of these suppliers can be found at whitestuff.com/supplierlist. This year, we have also mapped 100% of our tier 2 factories, which covers fabric and yarn mills, and we are committed to increasing our mapping of tier 3 and beyond.

TIER 4

The farms or factories that produce the raw material (such as cotton growers or manufacturers of synthetic fibres).



TIER 3

The spinners and ginners who clean and spin the cotton.



TIER 2

The fabric mills, printers, embellishers, tanneries and laundering units.



TIER 1

The factories that cut, make and sew our products.

BUYING PROCESS AND ETHICAL AUDITS

During the year under review we have increased our ability to review, monitor and risk assess our supply base, according to factory and country risk. In order to do this, we introduced an enhanced and comprehensive database and worked with a third party consultancy to monitor our supply chain audits, so that we have quicker, more insightful access to these audits.

This has provided greater visibility and enabled prioritization when dealing with non-compliance issues. All suppliers that we work with must have a valid, in date, recognized ethical audit report submitted to our ethical compliance partners. These audit reports are assessed and independent third party audit inspection reports are completed by an industry certified auditor.

“Before work can begin with a supplier we must be positive that there are no critical issues outstanding.”

We remain an active member of the Ethical Trading Initiative (ETI), a body made up of retailers, non-governmental organisations and unions. The ETI is a way for these organisations to come together and share learnings, join projects and work closely on supply chain initiatives that can bring changes and improvements for workers in the factories that make our product. As members of the ETI we also have annual member meetings on our progression which gives us tailored and independent support. These meetings also help guide us on how to develop and improve our business approach to addressing human rights issues in our supply chain.

“Our buying policies prohibit us from working with countries where illegal migrant labour has been identified as a high-risk.”

This year we have also added countries where there is a very high risk of forced labour or lack of freedom of movement. Our cotton policy builds on this, focusing on sourcing concerns related directly to the product, stating that we do not accept cotton from regions with human rights concerns including Uzbekistan, Turkmenistan, Azerbaijan, Tajikistan & Xinjiang Region of China.

SUPPLIER PARTNERSHIPS

White Stuff and our suppliers work together to maintain good ethical practices. We are committed to ensuring labour rights are respected throughout our supply chain, to sourcing responsibly, and to preventing modern slavery and human trafficking, in line with the Ethical Trading Initiative Base Code, the UN Guiding Principles on Business and Human Rights, and the International Labour Organisations Declaration on Fundamental Principles and Rights at Work.

Our principles

This year we have updated our Ethical Code of Conduct and included it in our updated Supplier Manual. Before working with us all suppliers must read and sign this code, and display mandatory due diligence.

Our Code of Conduct insists that:

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- Building & fire safety regulations are in place for all workers
- Child labour shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practiced
- Regular employment is provided
- No harsh or inhumane treatment is allowed
- There are no bribery or corruption practises

Factory visits

Working closely with our partners is an essential way to review and assess working conditions, review audit expectations and generally build stronger relationships with the factory teams.

“**In the year under review, we have visited all of our strategic factories across India and Bangladesh.**”

As part of these visits, we have worked collaboratively with our suppliers to ensure they are familiar with our supplier manual, which includes clear details of our ethical policies and procedures, with which they are required to comply.

We have also restructured our quality control team in India to ensure they have more of a roaming capacity to their role. We are aware of particularly fragmented supply chains in India so it is important that our White Stuff team carry out spot checks in the factories to monitor and maintain the high quality and consistency of our production and ways of working in these factories.

ETI MEMBERSHIP

We have been full members of the ETI for 10 years and work closely with the ETI team on our policies and supply chain progress, using the stringent ETI code of conduct. We have regular communication with the ETI along with annual progression meetings to ensure that together we tackle the complex challenges of today's global supply chain improving the lives of workers globally. As a brand we attend forums which involve open discussions with the ETI and other retailers about the global supply chain challenges we encounter and how collectively we can work through these as one team, understanding and addressing systemic and/or new issues related to human rights at work.

The ETI support us as a brand to develop and execute our human rights due diligence and support workers' rights.

“We continually monitor and assess modern slavery risks, and address any areas which may require improvement.”



MODERN SLAVERY TRAINING

This year we have reviewed our internal policies and procedures to ensure we are effectively addressing the risk which Modern Slavery presents. We have introduced a new bespoke mandatory Modern Slavery Training programme for our buying, design and technical teams.

This training focuses on informing our teams on the various forms which modern slavery can take, as well as how to spot the signs and report concerns. We conducted MEL (Monitoring, Evaluation and Learning) on this session to ensure it was effective: on average our employees scored the training at 4.5/5 and their understanding on the topic increased from an average of 3 stars to 4.5 stars.

“At White Stuff we also see the importance of directly training our suppliers to directly improve practices.”

Since our last update, the White Stuff accreditation programme and auditor training was carried out with our 5 key strategic suppliers in Bangladesh. Workshops were held over a 5 day period and training was undertaken on how to audit factories in tiers 2, 3 and 4.

The participants’ knowledge and understanding of the ethical audit process was high and interaction during training was good and provided a positive learning environment to take this information forward throughout the tiers.

Labour providers play an important role in today’s economy, particularly in sectors with fluctuating production levels, providing businesses with a cost-effective method for maintaining capacity. Unfortunately, using labour providers can increase the risk of exploitation within your workforce since it blurs oversight and accountability, especially when labour providers outsource to other labour providers.

At our Distribution Centre, we use reputable labour providers who are licensed by the Gangmasters Licensing Authority (GLAA). This means that all staff are paid the correct wages without unfair deductions, such as recruitment fees, and that checks are conducted on their employment.



COMMUNITY

CHARITIES

We try to stand up for what we believe in.

Things like creativity, independence and self-expression, and support others to stand up too. And we try to give something back (like 1% of all our profits, every year).

In 2010 we set up the White Stuff Foundation to facilitate our charitable giving, and since then we have donated over £4.6m to local and national charities in the UK and abroad.





CREATE UK

This year we're really excited to have started a new partnership with Create, a charity that uses the creative arts to connect, inspire and upskill society's most vulnerable people. Create runs projects with professional artists. It could be dance, drama, music, photography, film, painting and a myriad of other artforms.

The projects allow people who are typically excluded through disability, disadvantage, ill-health, imprisonment, poverty or social isolation to take part in creative arts. They give the adults and children Create work with opportunities to build relationships and nurture skills. To express themselves and develop their confidence. Create believes everyone should have access to the power of creativity, no matter their circumstances. And we agree.

We've chosen to partner with Create as community and creativity are key values for us. And because loneliness and social isolation are significant and growing problems that affect all ages and demographics. The feeling of not having community can be a barrier that stops people thriving, and Create helps to address this.



HOME-START UK

In 2020 we partnered with Home-Start UK. Home-Start provides skilled support through its network of volunteers, delivering programmes to families in difficult circumstances to prevent them reaching crisis points.

They do this at a grassroots level, with an extensive network of local Home-Starts throughout the UK. Over our four year partnership, we donated over £450k in total for this amazing cause.

We're really proud to have supported such a great charity, which is why we extended our three-year partnership to four years.



NEWLIFE

We don't destroy our unwanted samples and end-of-life unsold clothing, and we don't send them to landfill. We donate our unwanted samples and unsold clothing to NewLife, a charity that supports disabled children. The clothes are then sold in NewLife shops, or are recycled or repurposed.



JO'S ODD SHOES

During the process of designing and producing shoes we only produce one sample shoe rather than a pair. This is to save on materials and avoid creating unnecessary waste. However, this means that we cannot donate our sample shoes through our normal NewLife channels and therefore this year we have started a new partnership with Jo's Odd Shoes.

Jo Odd Shoes provide a brilliant service for those with CRPS, amputees, limb differences or those who can only wear one shoe, by offering a large variety of footwear for free. We send any sample shoe which is intact and wearable to Jo's Odds Shoes to find a new home, and we have had great feedback so far.

OUR FUNDRAISING

White Stuff donates at least 1% of its profit to charity and has, since 2010, donated over £4.6m to the Foundation and other charities. We seek to augment this giving through the sale of charity products, and by encouraging White Stuff customers and employees alike to donate to charitable causes.

In Christmas 2023 White Stuff introduced a range of charity knitted Christmas decorations which were available for sale both in shops and online. Throughout the year we offered a range of charity cards and notelets. 100% of the profits from the sale of these charity products were donated to Home-Start UK via the White Stuff Foundation.

We recognise the benefits of community engagement and have a volunteering scheme which allows all employees to take two paid days to undertake volunteering activities which can be taken in a flexible way to suit the needs of the employee and the beneficiary organisation.

Our teams love to get involved in fundraising activities for charity, this year we raised over £2,500 for charity by completing Tough Mudder, over £1,000 raised by completing the Inflatable 5K, We seek to support the fundraising and volunteering activities undertaken by our employees and match their personal fundraising efforts by up to £250 through our matched funding scheme.

Whenever we hold office social evenings and events, staff are encouraged to make a small donation to charity in return for the refreshments provided. For example, when we hosted an LGBTQ+ themed quiz and bar night during Pride week, all money raised was donated to AKT, a charity that supports young LGBTQ+ people who are homeless or living in a hostile environment.



KEY PARTNERSHIPS



THRIFT+

This year we introduced our customers to Thrift+, an online marketplace for pre-loved clothes. Thrift+ bags are available on our website which customers can fill with their pre-worn clothes and return them to Thrift+ to be sold again on their website. We're delighted to see our customer engage with the circular economy in this way. Currently we are one of the top ten most popular brands on the Thrift+ website.



FAIRTRADE

Our partnership with Fairtrade allows us to independently verify that farmers are paid a fairer price for their cotton. It allows us traceability to the co-operatives from which we have sourced.

We are absolutely delighted to say that we remain the largest UK fashion retailer of Fairtrade Sourced Cotton. The Fairtrade standards strictly prohibit forced and child labour (as defined by the International Labour Organization minimum age) and are committed to fighting the root causes of labour abuses.

Buying Fairtrade Sourced Cotton means that cotton farmers can sell more of their cotton on Fairtrade terms and get a fairer deal.

DIVERSITY & INCLUSION

From the very start of the employment journey with White Stuff, we underline our commitment to diversity and inclusion.



1.

Before a colleague joins us our recruitment system anonymises their CV through the initial screening phases to help eliminate unconscious bias or discrimination by the hiring manager.

2.

We ask all new starters to volunteer their personal diversity data (such as gender identity, sexual orientation, caring responsibilities, disabilities etc). This helps us better understand what the main needs of our staff are, and consequently introduce new policies or benefits to support them.

3.

All new starters in head office and shop management roles undergo mandatory unconscious bias training.

4.

All shop managers undergo disability awareness training.

NEW !! →

D&I policies launched this year:

- Endometriosis Policy
- Fertility Treatment Policy
- Menopause and Andropause Policy (we updated and expanded our existing menopause policy to include andropause)
- Menstruation Policy
- Parental Bereavement & Pregnancy Loss Policy
- Menstruation Policy

As part of our D&I strategy we have joined the following:



STONEWALL

Stonewall stand for lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people everywhere. They imagine a world where all LGBTQ+ people are free to be themselves. We have joined the Stonewall's Diversity Champions Programme which should help us to improve the inclusivity of our workplace, increasing our attraction and retention of colleagues, among other things. We are provided with tools and guidance that will allow us to progress on LGBTQ+ equality.

DISABILITY FORUM

Disability Forum is the leading business membership organisation in disability inclusion. Their purpose is to improve the life experiences of disabled employees and consumers, by removing barriers to inclusion. We are able to access several expert resources and toolkits to help build our disability strategy and deliver a disability-smart business.

MENOPAUSE FRIENDLY

Menopause Friendly Accreditation is the industry-recognised mark of excellence for menopause at work. Menopause Friendly will educate and guide us with helpful resources to support us in gaining this accreditation.



INCLUSIVITY AT WHITE STUFF

Our D&I committee meet on a regular basis to plan our approach to calendar events and to review and improve our ongoing D&I performance.

This has enabled us to mark events like Ramadan, Eid, Passover, Black History Month and World Menopause Day. We also took part in Race Equality Matters 5 day challenge, with 5 different activities for colleagues to engage in over 5 days.

We have formed a wellbeing group, which has enabled us to provide colleagues with information and resources on topics including financial wellbeing, body positivity, Retail Trust (our Employee Assistance Programme) and neurodiversity.

We have partnered with TOTM, a brilliant sustainable brand, to provide free period products across our headquarters, DC and shops.

We love championing independent spirits through our Life, Stuff, Style features, our Introducing series and our street style shoots. By featuring ordinary people (including customers and our own colleagues) in addition to professional models, we aim to embrace inclusivity in our public facing comms, as well as internally. We meet amazing people up and down the country, hear what they think of White Stuff and photograph them as part of our campaigns, telling their story.

In recognition of June as Pride month, we published a street style shoot that celebrated some of our LGBTQ+ colleagues, featuring photos of them with their partners, family, or as individuals.

SUPPORTING COLLEAGUES IN DOING GOOD THINGS

We offer all colleagues the opportunity to take two paid charity days per year. They can use this time to volunteer at a local charity, climb a mountain to raise funds, or even spend it planting trees.

As well as giving paid time off we also offer financial support in fundraising through our Matched Funding Scheme. Any employee can apply to have the money they have raised for a charity matched up to a maximum of £250 by White Stuff.

GIVING PEOPLE AN OPPORTUNITY

Flexible Working Patterns

As of April 2024, we had 74 young people under the age of 20 working for us. Every one of these employees were working at our retail locations with flexible working contracts in place. These contracts are a great way for people currently in education or just starting out their careers to get into the workplace. Flexible working patterns are not just utilised by our young employees either. Many people utilise flexible working to enable them to support their families, provide childcare or manage health conditions more easily.

Apprenticeships

During the year we employed 2 people in our head office on formal apprenticeship schemes, and a further 3 on internships. These placements are often a great success, building up confidence and skills and and have in some cases led to to a permanent role within our organisation.



WHITE STUFF