

Major Consumer Brands Join Forces to Highlight Women's Leadership Across Global Supply Chains for International Women's Day
Thursday, February 21, 2019 10:00:00 PM (GMT)

The Estée Lauder Companies, Inc., Nordstrom, UGG®, and Williams-Sonoma, Inc. are proud to come together to raise the profile of women leaders across global supply chains through the "This Is A Leader" campaign. Launching today, this campaign celebrates exemplary female leadership from supplier factories to corporate offices, and invites employees, partners, consumers, and other stakeholders to join the conversation and share what leadership means to them.

This celebration of women leaders is coordinated by Business for Social Responsibility's (BSR) HERproject, a collaboration that empowers low-income women across global supply chains through workplace-based programs on health, financial inclusion, and gender equality. The Estée Lauder Companies, Inc., Nordstrom, UGG®, and Williams-Sonoma, Inc. are strategic HERproject partners and are implementing HERproject training programs with their own key suppliers.

To celebrate International Women's Day, leaders from The Estée Lauder Companies, Inc., UGG®, and Williams-Sonoma, Inc. will speak at the "This Is A Leader" [campaign event](#) and discuss their vision for women's leadership on **7 March at NeueHouse in New York City**. The event is open to media; to RSVP, please email Dominic Kotas at dkotas@bsr.org. The accompanying social media campaign begins today and will run through March using the hashtag #ThisIsALeader.

Mandy Seidel, Vice President, Global Sourcing, Pottery Barn (of Williams-Sonoma, Inc.), said: "Williams-Sonoma, Inc. is at the forefront of the female-empowered workforce and we're proud to partner with HERproject to empower women working in factories where our products are made. To date, we've provided education on health and financial literacy to nearly 43,000 workers through our partnership with HERproject and by 2020, we've committed to impacting 100,000 factory workers through HERproject and similar initiatives. We're thrilled to be a part of the "This is a Leader" campaign and support this diverse group of female leaders from around the world."

"Women in supply chains are often overlooked as examples of leadership, but the contributions they make as leaders for their colleagues, families, and communities, are enormous," said **Christine Svarer**, Director of HERproject. "They share with brand leaders a commitment to driving positive change for people around them. We want to celebrate the achievements of these women and catalyze more support for the impacts they are having."

Nancy Mahon, Senior Vice President, Global Corporate Citizenship and Sustainability, The Estée Lauder Companies, Inc., said: "As a company founded by a woman, it is critically important that we serve and empower women as consumers, employees, and members of the global communities where we do business. Supporting women in our own supply chains is part of this mission, and of our work to help women worldwide acquire the necessary skills and support to effect lasting change for themselves and their communities. We are proud to launch our commitment to HERproject and to join BSR, Williams-Sonoma, Inc., UGG®, and Nordstrom in this campaign to celebrate women's leadership."

Andrea O'Donnell, President, Fashion Lifestyle, Deckers Brands (UGG), said: "Now, more than ever, is the time to celebrate and recognize the hard work of women in this industry. As we go into our second year partnering with HERproject on this incredible initiative, we are proud to continue making a contribution to growing support and awareness of the women in the global supply chain."

About Williams-Sonoma, Inc.

Williams-Sonoma, Inc. is a specialty retailer of high-quality products for the home. These products, representing distinct merchandise strategies — Williams Sonoma, Pottery Barn, Pottery Barn Kids, West Elm, PBteen, Williams Sonoma Home, Rejuvenation, and Mark and Graham — are marketed through e-commerce websites, direct-mail catalogs and retail stores. These brands are also part of The Key Rewards, our free-to-join loyalty program that offers members exclusive benefits across the Williams-Sonoma family of brands. We operate in the U.S., Puerto Rico, Canada, Australia and the United Kingdom, offer international shipping to customers worldwide, and have unaffiliated franchisees that operate stores in the

Middle East, the Philippines, Mexico and South Korea, as well as e-commerce websites in certain locations. In 2017, we acquired Outward, Inc., a 3-D imaging and augmented reality platform for the home furnishings and décor industry.

About HERproject

BSR's HERproject™ is a collaborative initiative that strives to empower low-income women working in global supply chains. Bringing together global brands, their suppliers, and local NGOs, HERproject™ drives impact for women and business via workplace-based interventions on health, financial inclusion, and gender equality. Since its inception in 2007, HERproject™ has worked in more than 750 workplaces across 14 countries and has increased the well-being, confidence, and economic potential of more than 850,000 women.

About The Estée Lauder Companies Inc.

[The Estée Lauder Companies Inc.](#) is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The Company's products are sold in over 150 countries and territories under brand names including: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, Tommy Hilfiger, M·A·C, Kiton, La Mer, Bobbi Brown, Donna Karan New York, DKNY, Aveda, Jo Malone London, Bumble and bumble, Michael Kors, Darphin, Tom Ford, Smashbox, Ermenegildo Zegna, AERIN, Tory Burch, RODIN olio lusso, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, By Kilian, BECCA and Too Faced.

About UGG®

Founded in 1978 by an Australian surfer on the coast of California, UGG® is a global lifestyle brand renowned for its iconic Classic boot. First worn by Hollywood royalty, fashion editors and then the world, UGG® designs and retails footwear, apparel, accessories and homewares with an uncompromising attitude toward quality and craftsmanship. Delivering more than \$1 billion in annual sales, UGG® partners with the best retailers globally and owns over 130 concept and outlet stores worldwide in key markets including New York, San Francisco, Los Angeles, Paris, London, Tokyo, Shanghai and Beijing. For more information, please visit www.ugg.com. @ugg @uggmens #ugglife

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