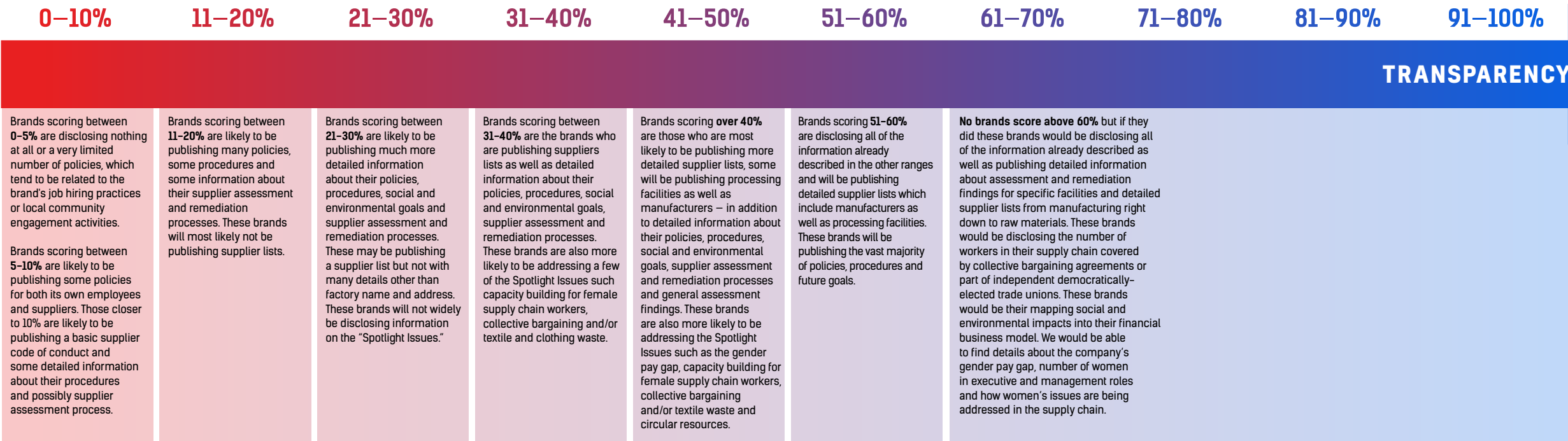


A ROUGH GUIDE TO THE SCORING

Total scores were out of 250 possible points, which we have converted into percentages. We chose to group brands into score ranges because we want readers to focus on emerging patterns and trends rather than individual scores.



THE FINAL SCORES

0-10%		11-20%		21-30%		31-40%		41-50%		51-60%		61-70%		71-80%		81-90%		91-100%	
Amazon	10	Superdry	20	George at ASDA	30	Calvin Klein	38	ASOS	50	Adidas	58								
Ross Stores	10	Jack & Jones	20	New Look	29	Tommy Hilfiger	38	Levi Strauss & Co	47	Reebok	58								
Monsoon Accessorize	9	Vero Moda	20	bonprix	29	Van Heusen	38	The North Face	46	Puma	56								
Triumph	9	Salvatore Ferragamo	20	New Balance	29	Hugo Boss	38	Timberland	46	H&M	55								
Valentino	9	Victoria's Secret	19	LOFT	29	Lindex	37	Vans	46	Esprit	54								
Takko	9	GUESS?	19	Uniqlo	29	Gucci	37	Wrangler	46	Banana Republic	54								
Armani	8	Mango	18	Zalando	27	Bottega Veneta	36	G-Star	45	Gap	54								
Kohl's	8	Bloomingdale's	18	Asics Corporation	26	YSL	36	Tchibo	42	Old Navy	54								
Michael Kors	7	Macy's	18	Topshop	26	Converse	36	Bershka	42	C&A	53								
Express	7	TJ Maxx	18	Hermès	26	Jordan	36	Massimo Dutti	42	Marks & Spencer	51								
Sainsburys – Tu Clothing	7	Nordstrom	17	Walmart	25	Nike	36	Pull & Bear	42										
Calzedonia	6	Russell Athletic	17	Dressman	24	Primark	36	Stradivarius	42										
Forever 21	6	Decathlon	17	Champion	24	Lululemon	35	Zara	42										
Lacoste	6	Falabella	16	Hanes	24	Benetton	35												
Anthropologie	6	JCPenney	16	John Lewis	24	Target	35												
Urban Outfitters	6	Kik	16	OVS	23	Gildan Activewear	33												
Neiman Marcus	6	Fendi	15	Debenhams	23	Burberry	33												
Aéropostale	5	Cortefiel	15	Columbia Sportswear Co	22	Next	33												
Sports Direct	5	Costco – Kirkland Signature	15	Hudson's Bay	22	Tesco – F&F	31												
Carolina Herrera	5	Lidl UK	15	Sak's Fifth Avenue	22														
Ermenegildo Zegna	5	Miu Miu	15	Under Armour	22														
Foot Locker	5	Prada	15	COACH	21														
Matalan	5	American Eagle	15	Lands' End	21														
Versace	4	Louis Vuitton	15																
Diesel	4	Abercrombie & Fitch	14																
Marc Jacobs	3	Ralph Lauren	14																
Tory Burch	3	J.Crew	13																
Chanel	3	Monoprix	13																
LL Bean	3	El Corte Inglés	13																
Youngor	3	JD Sports	13																
ANTA Sports	2	Kate Spade	12																
New York & Co.	2	Burlington	12																
Claire's Accessories	2	Dick's Sporting Goods	12																
Dolce & Gabbana	1	Joe Fresh	12																
Brooks Brothers	1	Chico's	11																
New Yorker	1	Dillards	11																
Longchamp	0	The Buckle	11																
Max Mara	0																		
Barney's New York	0																		
Desigual	0																		
Dior	0																		
Heilan Home	0																		
Jessica Simpson	0																		
Liverpool	0																		
Mexx	0																		
s. Oliver	0																		
Nine West	0																		
Sandro	0																		

* Brands ranked in numerical order by score out of 250, but shown as rounded-up percentage. Where brands have the same percentage score, they are listed in alphabetical order and grouped with others from same parent company