

Liv Simpliciano <liv@fashionrevolution.org>

Tue, 3 Aug, 00:08   

to sarah, Ciara, Delphine, me, carry ▾

Dear Siddiq Bazarwala,

Thank you for contacting us about these very important human rights issues - we appreciate you reaching out. We always welcome engagement and feedback about the Fashion Transparency Index, especially from other Civil Society Organisations like The Gaza Fund.

Fashion Revolution is working towards an industry-wide culture of transparency and accountability across the value chain to foment an industry where brands take responsibility for their social and environmental impacts, including their human rights impacts across in their operations and across their supply chains.

It's important to clarify that the Fashion Transparency Index does not measure or represent a list of socially responsible companies, and Fashion Revolution does not endorse any single brand within the Fashion Transparency Index. We include brands who have an annual turnover of USD \$400 million or more. We focus on the biggest and most powerful consumer brands in the apparel industry because they have the most significant negative human rights and environmental impacts and an outsized responsibility to make transformative change. You can read more about this [here](#) - including the Q&A section towards the bottom of the page.

As an organisation, Fashion Revolution is uniquely positioned both 'within' and 'outside' the fashion industry. Our engagement 'within' the system means engaging in a system that is deeply unsustainable, extractive and unjust. This is not to condone it. In fact, it is the very opposite - an attempt to fundamentally disrupt and dismantle the structures that uphold injustice and exploitation. This can only be achieved by involving the biggest players in the industry, such as the brands and retailers reviewed in this Index (including PUMA), precisely because they have the biggest negative impacts and greatest responsibility to address and change the problems they have caused and continue to perpetuate. There is more information about this on pages 19 and 20 of the [Index](#).

Removing PUMA from the Index would reduce accountability and scrutiny, including on a range of human rights issues. Our vision is for the Index to be used as a tool to enable scrutiny, accountability and change, including by affected stakeholders and other civil society organisations. Further, the significant reach of the Index, including in print and broadcast press, can increase pressure on the brands captured in the Index to tackle the gaps in public disclosure of human rights and environmental policies, practices and impacts, in their operations and in their supply chain. Removal of PUMA from the Index would remove the spotlight from PUMA on these important issues.

PUMA's inclusion in the Index is not to endorse or champion their efforts regarding transparency or human rights but to hold them accountable and allow others, including affected stakeholders, experts and civil society organisations, to scrutinise their policies, commitments and impacts.

Thank you again for getting in touch about the Fashion Transparency Index. I hope that it is clear that we have carefully considered your request and our stance on continuing to include PUMA in the Fashion Transparency Index. If you have any further queries, we are very happy to answer them.

Kind regards,
The Policy and Research Team