

# GUCCI

## BRANDS:

Gucci  
Saint Laurent  
Bottega Veneta  
Balenciaga

Alexander McQueen  
Brioni

Formal name: Gucci / Kering group SA  
HQ: Italy  
Revenue 2018:  
Profit 2018:

Direct suppliers: ?  
Sub-contractors: ?  
according to brand

Top production countries: Italy

## SUPPLY CHAIN TRANSPARENCY:



Gucci does not disclose names and addresses of its suppliers. → It is time for Gucci to go transparent! A first step should be to comply with the Transparency Pledge, and publish data in a machine-readable format.

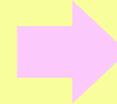
see: [transparencypledge.org](https://transparencypledge.org)

## LIVING WAGE PAID:



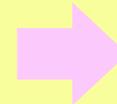
This means: Gucci claims that 50% or more of its suppliers are paying the company's stated living wage to all their workers, some plausible explanation is given, but the evidence is not public. → Gucci needs to ensure full transparency in order to demonstrate its implementation of a genuine living wage at factory level.

Gucci has some commitment to ensure a living wage is paid across its supplier network but this may not meet all criteria.



Gucci should commit publicly to ensuring a properly defined living wage is paid across its supply chain.

Gucci has no public plan describing how to improve wages for workers across its supplier network.



Gucci should commit to a published plan describing how a living wage will be achieved in a reasonable time-frame.

No evidence was found that Gucci takes steps to safeguard wages when they are in price negotiations with suppliers. This allows suppliers to put profit margins ahead of wage security for workers.



Gucci should ensure prices paid to suppliers are sufficient to cover a living wage and social protection contribution for all workers in their supply chain.

Several benchmarks are available for companies to measure whether wages are sufficient to meet the basic needs of workers and their families.

Of these, the company says it is using the following in its supply chain:

- Internal methodology with input from:
- Global living wage coalition (Anker)
- BSR (Business for social responsibility)
- Fair Wage Network
- Collective agreement (Italy)

Gucci does not publicly report on unionization of workers nor on existing collective bargaining agreements in its supplier factories.

Gucci says it publishes information on gender pay gaps in its suppliers.

Gucci states that 88 - 95% of its production is made in Italy by suppliers that respect a national collective bargaining agreement (CCNL) and argues that this is the basis for fair wages. Italy does not have a legal minimum wage. Gucci gives no information about its suppliers in Eastern Europe. Regional disparities mean the CCNL wage is barely adequate in the poorer South and falls below poverty level in Northern Italy. While Gucci takes steps to monitor and enforce wage levels, including using the fair Wage Network as a guide, the CCNL is not monitored or enforced in all levels of the supply chain, especially from Tier 2 onward where the illegal and shadow economy flourishes. No benchmark or policy for delivering living wages when production is outsourced to Eastern European countries, where conditions and wages are extremely poor, are available. Gucci have not made public the names or addresses of their suppliers so it is impossible to assess whether any pay a genuine living wage.

# FASHION CHECKER

## BRAND PROFILE

### APRIL 2020



Funded by the European Union