

MISSGUIDED

BRANDS:

Missguided

Formal name: Missguided
HQ: United Kingdom
Revenue 2018: € 247 000 000
Profit 2018:

Direct suppliers: 179
Sub-contractors: ?
according to brand

Top production countries: China
UK

SUPPLY CHAIN TRANSPARENCY:



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

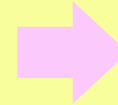
see: transparencypledge.org

LIVING WAGE PAID:



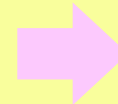
This means: Missguided makes no claim and no public evidence was found that its suppliers are paying a living wage. → Missguided should respect the right of workers in its supply chain to a living wage and ensure full transparency in order to demonstrate the implementation of a real living wage at factory level.

Missguided has made no commitment that we can find to ensure a living wage is paid across its supplier network.



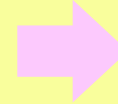
Missguided should commit publicly to ensuring a living wage is paid across its supply chain.

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



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

No evidence was found that Missguided 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.



Missguided should isolate labour from other production costs, so its suppliers do not cut wages in order to negotiate lower prices.

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

No evidence was found of public information on gender pay gaps in its supply chain.

However, no evidence was found that the company uses any credible living wage benchmark.

No data about wages currently paid to workers at its suppliers is disclosed.

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

FASHION CHECKER

BRAND PROFILE

APRIL 2020

NO REPLY

This company did not respond to our questionnaire. All information included in this profile has been collected from publicly available sources.



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