

# Arcadia Group Limited

## Responsibility Report 2007

DATE OF REPORT: 52 weeks to September 1 2007

### WELCOME

Here at Arcadia Group we recognise the unprecedented levels of interest in the areas upon which our business impacts: people, communities and the environment.

Our customers have always looked to our seven brands – Burton, Dorothy Perkins, Evans, Miss Selfridge, Topman, Topshop and Wallis – and our shopping concept Outfit to provide them with exciting fashion that offers excellent quality and great value.

But more than ever before, consumers' concerns extend beyond the shopping experience and focus too on where, how and under what conditions the products they buy from us are made.

Equally, we are aware they want to be sure that these activities are having as minimal impact on the environment as possible. And they are keen to learn about our commitments to the community and what we do to give something back.

These issues have been a priority for us for some time now – and we have made great strides in all these key areas – but this is the first time that we have chosen to publish a Responsibility Report documenting our position.

We hope that this inaugural Responsibility Report will provide a benchmark for our aims in this area, a starting point against which to measure future improvements, and an insight into the achievements we have already made.

In the summer of 2007 we established the Fashion Footprint Group, of which I am chair. Its clearly stated purpose is to align our social responsibilities with those of our business activities.

Nine separate workstreams have been created to prepare and deliver ethical and environmental policies for the Arcadia Group, which are consistent with running a responsible business.

Fashion Footprint is an important part of our business decision-making process and will drive the contents of this report on an annual basis. It will ensure that social responsibility remains integral to the Group's strategy, establish tasks and targets for each key area, encourage communication and dialogue with all key stakeholders and keep us apprised of the latest best practice in the arena of responsibility.

I hope you find this report informative and useful.

Ian Grabiner  
Chief Operating Officer

## **ABOUT THIS REPORT**

This inaugural Responsibility Report relates to Arcadia Group's financial year ending 1 September 2007 and covers all areas of the Group's impact.

The Report's contents are driven by our Fashion Footprint initiative. Established in the summer of 2007, its overriding aim is to renew our commitment to being a socially responsible retailer. The programme has nine key workstreams, each led by a senior individual within our business.

In line with this, our reporting will measure our successes in the following areas:

- Energy Efficiency (stores, head office and distribution centres);
- Packaging, Recycling & Waste (stores, head office and distribution centres);
- Transport;
- Disability Discrimination;
- Stakeholder Engagement;
- Garment Suppliers;
- Brand Buying Activities;
- Employee Engagement; and
- Charities.

Future reports will measure progress made in each of these key areas against this inaugural report. An additional tenth workstream focuses on communicating the objectives and successes of the Fashion Footprint Group and is the driving force for the content and metrics included in this report.

## **ABOUT US**

### **Our business**

Arcadia Group is the UK's largest privately owned clothing retailer with more than 2,500 outlets. We own seven of the high street's best-known fashion brands – Burton, Dorothy Perkins, Evans, Miss Selfridge, Topman, Topshop and Wallis – as well as the shopping concept Outfit.

Our brands are to be found on all of the UK's high streets and in major shopping centres as well as online. Our e-commerce operation is significant and growing fast. Our brands also operate in over 30 countries across Europe, the Far East and Middle East via 420 international franchise stores.

### **Our performance**

In the year to 1 September 2007 our total sales were £1,858.7 million and our operating profit was £293.3 million.

## **Our people**

We have more than 27,000 employees, who benefit from the opportunity to develop their career by moving between our seven brands or between our stores and head office without having to switch employers.

We offer forward-thinking rewards and benefit packages and we are committed to developing our people.

## **Our suppliers**

We do not own or run our own factories. However, we have strong working relationships with our network of international suppliers, 55% of which have been with us for three years or more.

## **Our ethical operations**

Our product was made in more than 50 countries worldwide in the year to 1 September 2007, although our top ten sourcing countries account for nearly 90% of the goods we buy. We reviewed 340 audit reports, conducted by independent audit organisations in 24 countries.

## **Our commitment to the community**

We are hugely committed to playing a valuable role in the community – both nationally and locally. We work closely with a number of charity partners, both at Group and brand level.

At Group level we work with many charity partners, getting involved in projects via our stores and we also raise significant sums from our weekly sample sales at head office. Our people are hugely committed to giving, taking part in our award-winning Give As You Earn scheme.

Each of our brands works closely with a selected charity partner and is very active in fund raising – both on a corporate and individual basis. Many of our brands work with their charity partners to produce exclusive products that are sold in our stores to raise funds.

## **Our commitment to the environment**

We recognise our responsibility to reduce our impact on the environment. We endeavour to reduce consumption of valuable resources, such as energy, water and fuel. We are constantly developing ways to increase the efficiency and reduce fuel consumption in our transport operations. We are working hard to ensure we reduce consumption on packaging and, where it cannot be avoided, it is recycled.

We have initiatives underway in the areas of:

- Energy efficiency;
- Packaging, recycling and waste; and
- Transport.

## **ABOUT OUR FASHION FOOTPRINT INITIATIVE**

During the year we launched a major new initiative – Fashion Footprint – renewing our commitment to being a socially responsible retailer.

The Fashion Footprint Group has been established to ensure that social responsibility remains integral to the Group's strategy, to monitor its implementation and maintain and improve performance each year.

It is made up of people in senior management positions within the business and is chaired by our Chief Operating Officer, Ian Grabiner. Together they have been charged with ensuring our social responsibilities are aligned with the business activities.

Separate workstreams have been established to draw up and deliver policies in key areas of activity: from energy efficiency to supplier ethics, and from transport to charitable giving. Fashion Footprint is responsible for driving the activities of these programmes, setting targets and measuring key performance indicators.

Quick wins have been identified and we have already made considerable progress in a number of areas, including reducing the environmental impact of our transport fleet, updating the Supplier Code of Conduct and energy consumption.

Nine workstreams have been created to prepare and deliver ethical and environmental policies, which are consistent with running a responsible business. They are:

- Energy Efficiency (stores, head office and distribution centres);
- Packaging, Recycling & Waste (stores, head office and distribution centres);
- Transport;
- Disability Discrimination;
- Stakeholder Engagement;
- Garment Suppliers;
- Brand Buying Activities;
- Employee Engagement; and
- Charities.

## **ENERGY EFFICIENCY – STORES, HEAD OFFICE & DISTRIBUTION CENTRES**

### **Our current position**

We've had group-wide energy efficiency initiatives in place since January 2006 and saw some major improvements during the year to 1 September 2007, the period to which this report relates.

We have nominated Energy Champions for each brand and distribution centre. Already they have achieved encouraging successes in their role driving energy saving initiatives.

During the year we were able to measure energy reduction in 102 of our stores. The good housekeeping practices that the Energy Champions implemented at these sites reduced our impact by 1,060 tonnes CO2.

We also completed the installation of smart meters to measure energy consumption in a further 960 stores. The success of these will be measured throughout 2007/08.

We adjusted the times we switch the lights on and off at head office and saved a further 134 tonnes, while similar efforts at our distribution centres saved 954 tonnes. Our DCs continue to be a target area going forward.

Energy efficient lamps are replacing standard ones across the entire store portfolio – both in new stores and existing ones. The lamps provide the same level of lighting in store but save energy and produce less heat, reducing the need for air conditioning during the warmer months. In existing stores the lamps are being installed as old ones are replaced and we expect all lamps to be switched over by 2010.

### **Success story**

Our drive to save energy across all our operations was supported by a communications campaign during the year. The initiative, run by our Energy Efficiency working party, saw posters and leaflets issued around the business with tips for reducing energy consumption.

The documents encouraged store teams to contribute by ensuring their window and interior lights had their timers synchronised with their trading activity and ensuring air conditioning or heating is only run when the store is trading.

At head office, colleagues were encouraged to ensure all electrical items – including computers and screens – were switched off when they leave the office.

### **Working together**

We have worked very closely with Philips Lighting and our lamp distributor to identify lamps that we can replace with the latest energy efficient versions, supported by communications and conversion charts to help the stores select the right replacement lamps first time.

Philips has also assisted in carrying out pilots at a number of our stores prior to our commitment to the programme. Through these pilots we were able to understand the cost of the energy efficient lamps versus the benefits in reduced CO2 emissions, lower electricity usage, reduced maintenance call-outs and reduced heating levels.

## **Going forward**

Our key aims for the forthcoming 2007/08 reporting year are to lower our:

- Energy consumption;
- Carbon emissions; and
- Energy costs.

We are working on a “green store” design to ensure all aspects of our stores have energy efficiency built in, this includes improving the lighting schemes with the latest technology to reduce consumption and extend lamp life. The improved lighting schemes will also have a knock-on effect on the amount of air-conditioning we need in our new stores due to the reduction in heat being generated by the lower wattage lamps.

Another aspect of the “green store” design is the installation of automatic sensors for our back of house and stockroom lighting.

## **PACKAGING, RECYCLING & WASTE – STORES, HEAD OFFICE & DISTRIBUTION CENTRES**

### **Our current position**

During the year the number of our stores that recycle the vast majority of their waste went from just 85 to nearly 500. Around 340 stores already have recycling arrangements in place via their shopping centre or retail part management, bringing our total number of stores recycling to nearly 850.

Cardboard and polythene make up 85% of our stores' waste. Generally, it is bagged up and collected by our recycling partners. Some of the cardboard goes to paper mills in the UK to be recycled, while some of the polythene is exported, reprocessed and ends up as recycled bin bags and damp proofing membrane.

Waste recycling stations were installed around our head office in London and at our distribution centres.

A programme to ask customers if they would like to keep a garment hanger or to take a plastic bag was piloted.

### **Success story**

The individual efforts of one of our employees was recognised as part of an industry awards scheme. Les Keeley, the Retail Operations Manager at our shopping concept Outfit, was presented with a Severnside Annual Recycling Award for Personal Commitment.

The award acknowledged the hard work Les had put into encouraging nine of Outfit's 26 stores to embark on a recycling programme. The judges commended his skillful communication that enabled him to achieve buy-in from the store teams.

### **Working together**

We have a long-standing partnership with garment hanger manufacturer Mainetti to recycle the hangers used in our stores. It is our policy to ask customers whether they would like to keep the hanger with their purchase or whether we can recycle it. Of those not taken up by the customer, some are re-used by the stores and the majority are returned to Mainetti's recycling plant in north Wales.

The hangers are examined to see if they can be re-used – the current average is seven uses per hanger. When the hangers have deteriorated beyond use they are broken up. The metal hooks are recycled as scrap metal while the plastic is ground down and used to make new hangers. No waste goes to landfill, therefore.

### **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- Reduce our packaging consumption;
- Reduce waste sent to landfill; and

- Investigate recycled and recyclable materials for point-of-sale and window displays.

In addition, we intend to introduce biodegradable cutlery and cups in our head office restaurant and we will be reviewing our use of carrier bags.

## **TRANSPORT**

### **Our current position**

Our supply chain stretches across more than 50 countries so logistics is an area of the business where there is a great deal to be achieved in terms of reducing impact.

We work very closely with our key UK logistics partners – including Spectrum for Arcadia (SfA) in the UK, and our freight forwarders– to improve our position in this area. Together we have developed a number of initiatives.

Our fleet of vehicles uses modern engine technology to achieve the good fuel efficiency and reduced emissions. We also make the most of scheduling software, to drive further efficiencies.

We bring together deliveries across all our brands so that one lorry can deliver to several locations in the same town, city or shopping centre, which drastically reduces the number of journeys made. On average, each vehicle will deliver to 12 stores on a route.

SfA has developed 100 lorries that employ a box system that can carry a mix of product across the brands, further reducing miles traveled. Meanwhile, 380 of our stores receive deliveries out of trading hours, reducing congestion and boosting efficiency.

### **Success story**

We joined an innovative new scheme in Bristol during the year, which involves our product being delivered into a consolidation centre on the outskirts of the city run by logistics operator DHL and Bristol City Council.

Stock required to replenish our stores is then taken into the city centre on an eco-friendly truck, which is powered by electricity.

### **Working together**

We have worked closely with SfA to analyse the frequency of deliveries to our stores. This has involved analysis of the volumes to be delivered and the cost of making the delivery. The cost includes the carbon emissions associated with making the delivery. The schedule already ensures within a town or area that deliveries to all eight of our brands are co-ordinated to reduce mileage and trips.

Through volume analysis we have been able to further reduce our annual mileage by cutting out uneconomical routes. This has reduced our carbon emissions per delivery by over 10%.

At the same time we have analysed what other items can be delivered to store on the scheduled delivery fleet in addition to the prime product. By delivering as much of the store needs on this vehicle as possible it reduces the number of delivery vehicles in a town and allows the store staff to concentrate on helping customers.

We have been successful in ensuring that the majority of our marketing materials, such as graphics and in-store promotional material, are now delivered on the main delivery fleet and we are looking at further opportunities to extend this.

### **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- Establish metrics to demonstrate progress in our miles traveled;
- Investigate environmentally friendly fuels, such as biodiesel;
- Rollout more consolidation schemes along the lines of the Bristol project;
- Launch a trial to bring back polythene from stores to be recycled centrally in the Distribution Centres; and
- Investigate the environmental standards in our international supply chain.

We are also intending to train more of our fleet drivers to the Safe and Fuel Efficient Driving Standard (SAFED) and investigate the benefits of vehicle tracking systems.

## **DISABILITY DISCRIMINATION**

### **Our current position**

We believe that successful retailing is, by definition, socially inclusive. A number of our customers and employees are people with impaired faculties or mobility and we believe they deserve a shopping experience equal to that of any other customer. We also believe running our business well and doing what legislation requires of us are wholly complementary activities.

In employment, in service provision and in access to premises, we strive for common experience and quality of service for all. Action to support this position has included a survey of our existing premises and an action plan for modifications where necessary and possible as well as customer service training for guidance on helping customers with disabilities.

Our brand internet websites have been designed and built to offer our products in a convenient and accessible way and all our websites are compliant with the British Standard.

### **Success story**

We have made significant progress during the year in the area of employee training. During the year all our staff were briefed on our responsibilities in this area, in line with our target to reiterate to them our commitments every six months. We also held a number of stakeholder meetings, including those with the charity Scope, details of which are below. Visits took place to all our stores to assess their access status.

### **Working together**

We have entered into a dialogue with the charity Scope regarding the possibility of our adoption of the training materials and video. The team at our Evans brand is testing the training material ahead of any Group-wide rollout.

### **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- Plans for physical access improvements;
- Enhanced training in association with Scope; and
- Investigating the use of a fixed hearing loop.

## **STAKEHOLDER ENGAGEMENT**

### **Our current position**

We engage with relevant stakeholders and interested groups to raise the profile of our ethical trading programme and increase our awareness of ethical issues.

This process is managed by a Fashion Footprint working party, sponsored by our Head of Supplier Management and comprising senior members of management. The working party keeps and updates a log of all approaches we receive on ethical matters.

Because these meetings often include confidential and commercially sensitive information they are sometimes held on a 'private and confidential' basis.

### **Success story**

We are participating in the tri-partite MFA Forum for Romania, an important sourcing country for the group. The aim of the MFA Forum is to promote social responsibility and competitiveness in national garment industries that are vulnerable in the new post-MFA trading environment. The Forum was established in early 2004 in response to growing anticipation throughout the garment and textile industry that the phase-out of quotas prompted by the scrapping of the Multi-Fibre Arrangement would lead to major changes in the sourcing of garments. These changes were thought to have potentially negative consequences for countries, such as Romania, that had come to rely on garment exports. MFA Forum participants try to meet with all stakeholders of national industries, including the government, and aim to bring these different groups together into discussions around the future of their industry.

### **Working together**

Following on from the Boxing Day tsunami of 2004, we have developed a close working relationship with the Red Cross. At the time of the tsunami we donated clothing to the Red Cross but by the year to which this report relates, those donations had changed from clothes to expertise and man-hours.

During the year, four of our colleagues working at Spectrum for Arcadia (SfA) trained in emergency response skills and are kept on call on a rolling basis to join the Red Cross when a disaster strikes. Their specialist logistics skills are used to get shelter, medicines and food to where it is needed most. The Red Cross particularly welcomes the support our team can provide on the ground, bringing the charity new and different approaches as well as additional manpower.

### **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- Maintain a regular dialogue with all key stakeholders;
- Establish a limited number of projects with particular stakeholders; and
- Create a stakeholders' engagement toolkit with all the relevant details.

## **GARMENT SUPPLIERS**

### **Our current position**

We were one of the first high street fashion retailers to establish a Code of Conduct that all suppliers working with our businesses must adhere to.

Since its launch in 1996, the Code has been reviewed and updated twice, once in 2000 and again in 2007. During this year's latest revision we ensured the Code was brought in line with the Ethical Trading Initiative's Base Code.

Our Code states that when customers buy our goods we want them to be confident that they have been produced under acceptable conditions. That means the goods must have been produced:

- lawfully, through fair and honest dealing;
- without exploiting the people who made them;
- in decent working conditions; and
- without damaging the environment.

Our Code is backed by a process of self-evaluation and independent inspections to ensure suppliers adhere to it. Our aim is to ensure continual improvement.

To that end, we put an audit programme in place in 2006 and since then more than 600 factory ethical audits have been reviewed. Where necessary we have put in place appropriate remediation plans for a number of those factories.

Audits involve a factory inspection, an investigation of all paperwork (including employment contracts and payroll documents) and a discussion with workers and management. The results of this audit will drive out any need for a remediation plan.

We work hard to reinforce the values of the Code both with our suppliers and our own people. Each of our brands has held a briefing on ethical sourcing with its top suppliers. Meanwhile, we regularly hold ethical briefings for our people and to date 650 individuals have attended one of these events.

Currently our Topshop and Topman brands are developing an extended and enhanced version of the Code of Conduct, which they are trialling on behalf of the group. Further updates will be provided as the project progresses.

### **Success story**

We have invested a significant amount of time in training our people in this key area this year with 650 attendees spending 89.5 hours in briefing sessions, adding up to more than 1,300 man hours. Our briefings have included external attendees as well as from our own teams.

## **Working together**

We have conducted ethical briefings with all our brands' top suppliers. The briefings are hosted by the individual brand and each session begins with an introduction by the board member responsible for the brand's ethical programme. We then go on to outline our ethical sourcing programme, discuss our code of conduct and agree supplier actions.

## **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- The launch of an ethical training DVD;
- A target of 300 factory audit reviews; and
- The start of supplier ethical workshops overseas.

## **BRAND BUYING ACTIVITIES**

### **Our current position**

We recognise that consumers' interest in the products they buy from us increasingly includes an insight into their provenance. They want to know whether the raw materials were sourced from organic, Fairtrade or recycled fibres, whether substances have been tested on animals or whether animals were mistreated in the production of leather goods. All these concerns are impacted by our buying activities and it is another area of development for us.

We ban the use of substances that are recognised to pose a threat to human and environmental health.

During the year there were a number of brand-led initiatives to sell Fairtrade and organic products. Dorothy Perkins trialled the use of recycled fibres in the production of some lines while Evans launched an internal green awareness campaign across the brand.

Topshop has had a long-standing association with People for the Ethical Treatment of Animals (PETA) and, like all our brands, is committed to not selling any items made of real fur. Through this association the brand has started to track the sourcing of leather for its products, working with the RSPCA and its suppliers.

Work has taken place to develop a declaration of leather traceability that suppliers sign up to and now the next stage is to ensure their abattoirs adhere to a list of prescribed standards of animal treatment.

As part of the early work of our Fashion Footprint Group, the working party for this area has produced a guide for our brands on buying organic cotton. The document advises buyers on which certification systems to look for, the price premium to expect and where they can find suppliers.

### **Success story**

Topshop and Topman have developed Fairtrade ranges.

In particular, Topshop has built partnerships with a number of brands to develop products that are made from organic and Fairtrade cotton.

Working closely with People Tree, the brand placed a large advanced order of organic cotton that was used to create Fairtrade garments. The range was launched in store during the Fairtrade Fortnight event in March 2007.

The brand worked with one of its major jersey suppliers to achieve accreditation to manufacture Fairtrade Certified Cotton, helping to drive volumes and improve prices through economies of scale. Fairtrade Certified Cotton gives cotton farmers in developing countries a better deal, by ensuring that sustainable costs of production are covered and providing an additional premium for investment in their communities.

## **Working together**

Every six months the key departments across all our businesses come together to discuss product due-diligence. Representatives from our technical teams as well as insurance, legal and customer services come together to highlight and debate any product quality or safety issues and any relevant customer feedback.

This commitment to product excellence is mirrored across our supplier relationships, where we conduct regular performance reviews across a range of measures, including ethical sourcing, fabric testing and product development. The review will highlight any areas for improvement, which will be communicated to the supplier along with an action plan.

## **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- Revisiting our approach to our supplier performance review process to ensure that it includes an appropriate ethical dimension;
- Establish metrics around our purchase of organic raw materials; and
- Targets to increase the percentage of our garments that can be washed at 30 degrees and how to communicate this to customers.

## **EMPLOYEE ENGAGEMENT**

### **Our current position**

With 27,000 employees, we are in a powerful position to capitalise on the ethical values of our people. Our ethical stance was formally incorporated into the standard induction programme for new starters at head office during the year.

In addition, each brand has a Board-level ethical sponsor to ensure our initiatives are communicated via a cascade process across the business.

### **Success story**

We ran 23 courses on ethical sourcing during the year to 244 employees from the buying, merchandising and technical services teams.

### **Working together**

To help minimise car journeys, we have an agreement with Halfords to give discounts on purchases of bicycles for our employees, as a part of our exclusive benefits scheme. We are looking to give greater choice of suppliers by bringing on board other cycle retailers.

In addition, to further reduce car usage and encourage use of public transport, we also provide loans to the value of £5,000 pa (current maximum HM Revenue & Customs allowance) to our employees for the purchase of discounted annual rail and underground season tickets.

### **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- Incorporating an ethical standard in the competencies required for our technical services, buying and other relevant functions;
- Assessing if any additional external ethical courses are suitable for our people in addition to the internal courses we are already running; and
- Looking to source more Fairtrade and ethical product retailers to take part in our exclusive employee benefits scheme.

## **CHARITIES**

### **Our current position**

We are hugely committed to playing a valuable role in the community – both nationally and locally. We work closely with a number of charity partners, both at group and brand level.

At Group level we work with many charity partners and recent projects have included raising funds for The Children's Charity, an organisation established to protect children. Our weekly sample sales at head office raise significant sums, which are donated on a rotating basis to a number of carefully chosen partners. Our people are incredibly committed to giving, taking part in our Give As You Earn scheme that recently won an award for encouraging individual donations.

Each of our brands works closely with a selected charity partner and are hugely active in fund raising – both on a corporate and individual basis. Many of the brands work with their charity partners to create exclusive products that are sold in our stores to raise funds. Often fundraising is driven by our retail employees and takes place on a local level with events in-store or personal efforts from marathons, bike rides and social celebrations.

Here is a round-up of each brand's charity activities during the year.

#### **Burton**

The brand's footballing links came to a crescendo with the 2006 World Cup Finals. Burton teamed up with the Bobby Moore Foundation, to help raise awareness and funds for research into bowel cancer.

The campaign raised more than £190,000 through the sale of wristbands, t-shirts and employee fundraising and won the brand an accolade later in the year at the Institute of Fundraising's awards ceremony.

#### **Dorothy Perkins**

The brand marked two major charity milestones during the year. It broke through the £2 million mark for funds raised for Breast Cancer Care (for more, see Success Story below) while it also forged a new relationship with the Woodland Trust.

The new partnership has seen the brand produce a range of products sold to support the Woodland Trust. A percentage of the sales is donated to the charity to plant trees with 100,000 planted in the first year of the relationship.

#### **Evans**

The brand also formed a new partnership during the year, with Breakthrough Breast Cancer. Evans sells Breakthrough's iconic pink target t-shirts and announced plans to sell a specially designed handbag during national breast cancer month with £5 of the £20 selling price going to the charity.

The new partnership was chosen because breast cancer is known to be an area of concern for Evans customers. It follows on from a hugely successful association with

children's mobility charity Whizz-Kids, for which the brand has raised £300,000 in recent years.

### **Miss Selfridge**

During its 40<sup>th</sup> birthday year, the brand had aimed to raise £40,000 for the Lavender Trust, a charity that supports young women with breast cancer.

However, the brand easily smashed its target raising £60,000 through a series of store-based fundraising events that included an in-store sponsored cycle ride... on a static gym exercise cycle.

### **Outfit**

Our shopping concept Outfit works with a different charity partner each year and chose the Samaritans for 2006/07, becoming the confidential emotional support group's first ever retail partner.

Outfit raised around £120,000 for Samaritans, with the major focus of activities taking place on 24:7 day on 24 July when stores organized events such as fancy dress. It also sold pin badges and a specially designed keyring.

### **Topman**

The brand has worked with the Everyman Campaign since 2001 to spread the word about how to detect and treat male cancers. In the first five years of their partnership, the brand raised £250,000 for the charity. This support continued during 2007.

The campaign smashed all previous donation records, raising around £56,000 through the sale of pinbadges. The brand draws strongly on its links with the music industry, teaming up with well-known bands to create t-shirts and accessories to raise cash for the charity.

### **Topshop**

The brand has been partnered with Women's Aid and Refuge since 2004 to fund the charities' joint initiative – the 24-hour National Domestic Violence Helpline.

Each summer a series of fundraising events are staged, and in the past have included gigs, comedy nights, in-store pampering sessions and art exhibitions. This year was no exception. Funds raised go to local refuges near the brand's own stores, where the money is used to buy equipment or treat women and their children to a day out.

### **Wallis**

The brand followed up on its previous success in raising funds for Cancer Research UK by signing up A-list celebrities to design charms for a necklace that was sold in stores to raise funds.

Scarlett Johansson, Catherine Tate and Kate Moss were among those who provided charm designs for the sell-out necklace that sold raised £250,000 for the charity. The cash went towards Cancer Research UK's vital work conquering cancer through world-class research.

## **Success story**

Dorothy Perkins has worked with Breast Cancer Care for the last three years, raising more than £2 million in the process. Campaigns have involved selling over 1 million wristbands and pin badges, in-store fundraising and an online charity shop. Celebrity designed t-shirts, from Sienna Miller, Sharon Osbourne and Nicole Kidman, were sold in 2006 raising over £250,000 for the charity.

The money raised in 2007 was equivalent to the cost of responding to almost 2,000 phone calls to the Breast Cancer Care helpline. Every year the brand supports 'In the Pink Day' in October (in conjunction with Breast Cancer Awareness month) donating 10% of the sales of all pink products sold, along with staff fundraising activities and the sale of pink ribbon pin badges. In 2007 the brand raised £15,000 on this 'In the Pink' day alone.

## **Working together**

A simple slogan t-shirt was the inspiration behind Dorothy Perkin's latest and hugely successful charity partnership.

The Woodland Trust, the UK's leading woodland conservation charity, contacted the brand after it spotted one of its eco t-shirts bearing the message "Plant More Trees" in a celebrity magazine.

The contact spawned a hugely successful new relationship, with Dorothy Perkins producing regular capsule ranges of products that are sold to raise cash for the Woodland Trust. The initial target of £500,000 to plant 100,000 trees looks set to be smashed beyond belief.

## **Going forward**

Our key aims for the forthcoming 2007/08 reporting year include:

- Review and select brand charity partners for the year;
- Publish a policy statement on our group website; and
- Among our brands' individual charity plans, Miss Selfridge intends to make the Lavender Trust fundraising badge available on its website as well as in stores.