

UP.FRONT

FASHION.READY FOR THE FUTURE

Our Marketing Principles - 2021

We live and breathe marketing and social media. This is how we get inspiration, how we talk with our customers, how we sell our products and how we get feedback on what we do. Our marketing approach and discounting strategies mean that customers with all levels of disposable income are able to access our on trend products at great prices.

We don't always get it right, but if we get it wrong we face into it, respond quickly and learn from our mistakes. All our brands are different and have different customers, however, we all follow the same marketing principles.

We always try to:

Be representative and diverse

We are passionate about championing all body shapes and sizes through our different ranges (such as petite, plus, maternity and tall) and by representing our customers in our different campaigns thinking about all types of diversity such as ethnicity.

Be body positive

We want our customers to be confident about their bodies and so body positivity is something all of our brands look to encourage and inspire in their audiences. We celebrate natural beauty and real women, so none of our brands retouch on body shape or image and make sure we keep unique and real features like scars, freckles, birthmarks, stretchmarks and moles

Listen to our customers

We listen to our customers through all our marketing channels and if they think we have got it wrong, we listen and we act.

Back up our sustainability messages

We've introduced a new set of standards that our clothes need to meet to be labelled READY FOR THE FUTURE. Our internal compliance team work with our buyers and suppliers to check the certification and sourcing standards to make sure that those claims are supported by robust evidence.

Democratise fashion

We use our discounting strategies to give our customers access to on trend items no matter what their budget. Discounting is a marketing investment that we make and is incorporated into our costing model, it isn't about reducing the price we pay suppliers.

What we are going to do more of:

Training our teams

In 2021 we are going to roll out training to all our marketing teams on diversity, body positivity and sustainability. We'll discuss what good looks like, what the consequences are for getting it wrong, and how to respond if we do.

Promoting sustainability

With the launch of our new sustainability strategy we are going to be offering our customers more sustainable choices across our brands. Our customers tell us that they want us to make it as easy as possible to make the right choices, so we'll use our size and scale to democratize more sustainable purchasing and make it affordable for all.

We'll continue to promote ways for our customers to use their clothes for longer, encourage second hand use and recycle them at end of life.

We will continue to collaborate with our influencers to extend our positive messaging to their own audiences.

What we don't do

Take part in any unsolicited marketing activities

Suggest use of our products will solve problems our customers are facing

Promote stereotypes

Showcase models with an unhealthy low BMI

Re-touch body shape or remove unique features

Encourage unhealthy lifestyle choices or poor body image

Communicate on media which encourages violence, pornography or hatred of others

Specifically target young people under 16 except for any children's ranges we may have in the future.

We'll continue to strengthen our purchasing practices to ensure that we only work with suppliers who meet or exceed our supplier Code of Conduct and that share our values.