

MISSGUIDED

PEACE, LOVE AND FASHION

Modern Slavery Statement

This statement is made pursuant to the Modern Slavery Act 2015. It sets out the steps taken by Missguided during the year ending 31 March 2017 to prevent modern slavery and human trafficking in its business and supply chains.

Structure, business and supply chains

Missguided is a multi-channel fashion brand, selling apparel, footwear, accessories and beauty products to a global audience of 16-35 year old females. We sell through global websites and bricks and mortar stores operated by two companies, Missguided Limited and Missguided Retail Limited.

Our workforce is based in the UK with our head office in Manchester and two other offices in London and Leicester. Our Leicester office supports our manufacturing sites in the UK and is strategically placed to deal with the current issues facing the Leicester manufacturing industry.

We have two key sourcing territories; China and the UK.

Our Actions

Given the nature of our business we are aware there is a real risk that modern slavery could be taking place in our product manufacturing supply chains. We have spent a considerable amount of time and resource trying to ascertain what we can do as a business to minimize or eradicate this risk.

Our board of directors are committed to combatting the issue of modern slavery and play a key role in our compliance strategy in this area. They meet weekly, monthly and quarterly to keep apprised on activity and recommend actions that need to be taken which will be followed up by the relevant teams.

Last year we set up a dedicated team at the head office to monitor our supply chains and identify and act upon potential risk areas. This year we were alerted to particular problem areas in Leicester, UK. We took steps to set up a Missguided hub in Leicester to bring us closer to our manufacturing sites so that we could fully monitor compliance.



We also gained membership of the Ethical Trade Initiative (“ETI”). Amongst other things, this gave us access to their Leicester Working Group where together with other retailers we discussed how we could collectively combat the issues faced in this area.

We used the ETI’s Base Code as the basis of our ethical policy within our Supplier Manual. Our suppliers are committed to compliance with this through our contractual provisions and declarations which we require them to complete when they are onboarded.

We have made it a mandatory requirement for our suppliers to declare all manufacturing sites including third party units and subcontractors. We use the Supplier Ethical Data Exchange to assist us with the collation of data. With this information we are able to map out our supply chain and assess compliance.

We held a workshop and training session for our suppliers in Autumn 2016, which educated suppliers on the risks of modern slavery in their supply chain and our policies, and gave them an opportunity to feedback their views.

The activities we have undertaken this year have helped to improve transparency of our supply chain and the issues that we face. This in turn has helped guide our guiding principles and identify areas where more improvement and education is required. Through our Leicester hub, we can now work more closely with our UK suppliers to ensure effective compliance. We have also been able to develop networks with our peers and dedicated groups to focus on how we can together combat this issues in this area.

Commitments for next year

Next year we will continue to work hard to combat modern slavery. We will build upon our efforts by working closely with other retailers, ETI and other NGOs to collectively to tackle problem areas as well as developing the foundations we have built including:

- improving governance of modern slavery risk assessment beyond product supply chain, including setting up a steering group from which distinct teams within the business will be able to voice concerns and agree business wide approach;
- developing further policies, guidance and training for employees and suppliers specific to modern slavery;
- engaging with agencies, external stakeholders, retailers and NGO’s to keep abreast of problem areas and risk;
- expansion of the ethical team in specific sourcing territories.

Missguided Limited Board
September 2017

