

FEELGOODFASHION

Transparency & Corporate Social Responsibility Trend Analysis 2011
- Sample of over 450 Fashion Brands in the Dutch market -



rank a brand

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20 pages

EXECUTIVESUMMARY

How transparent are fashion brands when it comes to CSR reporting? More important: were they more transparent in 2011 than in 2010?

“Feel Good Fashion” is Rank a Brand’s annual Fashion Report for 2011. It explores how CSR practices are being reported across the fashion industry, sector by sector, trend by trend. It reviews the CSR information published by 467 fashion brands in the Western European market. Its headline findings? In 2011, transparency has increased by an average of 45% with fashion brands sharing more information about labor conditions and climate change in particular.

Almost all segments of the fashion industry scored more highly than last year. Encouragingly, our research shows that designer brands – traditionally among the worst reporters – are getting better at explaining their CSR policies. Another significant trend is that eight out of ten Scandinavian brands surveyed now have an online corporate social responsibility statement – far above the sector average.

The report includes:

- An industry-wide overview of current standards and best practices in CSR reporting
- Benchmarking analyses, showing who leads the pack, and who trails behind
- Insight into the leading certification systems used by fashion competitors
- Recommendations on where fashion brands could improve

ORDERINFORMATION

Price for companies EUR 399 ex VAT

Price for NGOs EUR 199 ex VAT

To order the report, please send an email to contact@rankabrand.com.

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Rank a Brand Foundation
Minahassastraat 1 | 1094 RS | Amsterdam
E contact@rankabrand.com | www.rankabrand.org

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