

La Dress

by Simone

<https://www.ladress.com/>

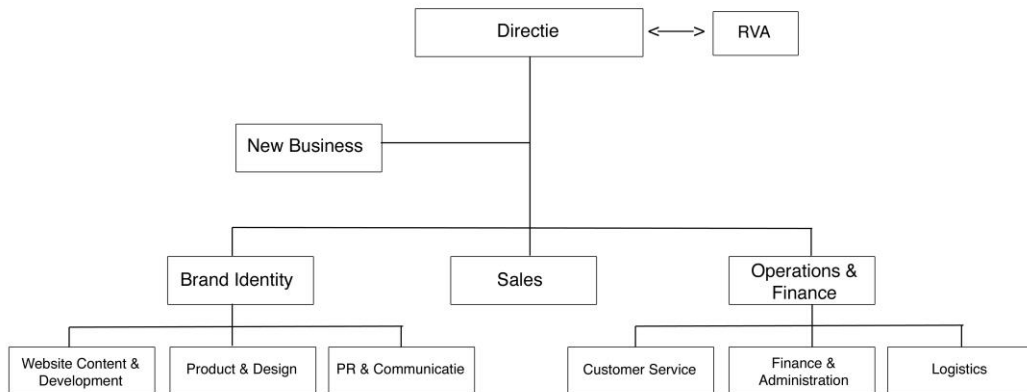
Start date membership

January, 2014

Reporting period (financial year)

January, 2014 – January, 2015

Organisational chart





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Summary: goals & achievements 2014

LaDress has achieved a major goal by successfully auditing 70% of production output. Following this audit, the CAP is analysed and measures taken to improve the existing structures. LaDress staff is largely aware of intentions with FWF, and will be further informed via a WELLMADE session later in 2015.

“Social responsibility is a key aspect of LaDress’ philosophy. We strive to build trustworthy, long-term relationships with our suppliers and work together with them to continue the improvement of labour conditions. Our customers appreciate our social and environmental concerns, thus further motivating us to continually update and improve our sustainability strategy.” – Anthony Mak van Waay, COO, LaDress.

LaDress takes sustainability seriously by working hard towards implementing membership with the Fair Wear Foundation. It is also important for LaDress’ producers to also value the environment and take steps to manufacture in the cleanest ways possible.

Two key events that highlight LaDress’ social compliance undertaking are the hiring of a new employee, who will fully focus on the implementation of the Fair Wear Foundation membership, as well as other CSR initiatives; and the successful audit of 70% of production output.

1. Sourcing strategy

1.1. Sourcing strategy & pricing

At LaDress, products are sourced for artisanal craftsmanship. A lot of attention is spent on the way the dresses are designed and produced. Ateliers are selected for their authenticity, skills, expertise and eye for detail. Production is done solely in European countries to emphasize the importance of good quality and working conditions. In addition, shorter distances within Europe allow for easier supervision and lower transport costs.

1.2. Organisation of the sourcing department

Anthony Mak van Waay – Sourcing, conditions, pricing, monitoring.

Eva Salomons – Quality control, production management.

Gillian Stoddard – Accompanies Anthony to audits, analyses FWF CAPs, compliance.

1.3. Production cycle

Time to market from proto sample: approximately 10+ weeks

Production time CMT: approximately 3-4 weeks

Forecasting based on weekly sales overview on SKU levels

2014 Collection Strategy: Introduce 2 dresses each week (online; BTB 6-8 weeks) (seasonally 15% change)

Lead Times: 3-4 weeks.

1.4. Supplier relations

LaDress is in the trial period with two new suppliers. During this process, the factories are visited frequently to check on working conditions and quality control.

In 2014 LaDress terminated a relationship with a Turkish supplier. This was due primarily to below standard quality issues, even after attempting to amend them. Extended lead times, delivery, and customs complications and costs also affected this decision.

1.5. Integration monitoring activities and sourcing decisions

LaDress' monitoring activities, in conjunction with the Fair Wear Foundation, has influenced sourcing strategies. It has demonstrated how to be more aware of deeper workplace issues in the factories.

Furthermore, this has influenced how carefully new suppliers are selected.

2. Coherent system for monitoring and remediation

In the first year of membership, LaDress has prioritized the FWF affiliation by hiring Gillian to focus on the requirements. Gillian has gained insight into the supply chain of LaDress, and has worked to inform suppliers of the membership. The results from the recent audit and analysis of the CAPs will help to form a coherent system for monitoring and remediation.

2.1. Factory/Romania

In March 2015, a Romanian atelier was audited. Gillian accompanied the FWF audit team to visit the factory. This was the first time this factory was audited, thus the FWF policies and commitment was fully discussed with the factory management. Analysis of the CAPs is currently being conducted. With this analysis, LaDress will follow up with the factory accordingly.

3. Complaints handling

LaDress has not yet received any complaints.

4. Training and capacity building

4.1. Activities to inform staff members

Gillian attended the 2014 FWF seminar, where she learned about the CoLP in-depth. LaDress plans to inform all internal staff of FWF membership via a WELLMADE session in 2015.

4.2. Activities to inform agents

LaDress works with some agents. All agents have been informed of the membership with the Fair Wear Foundation. LaDress is currently working on how to communicate the membership directly with factories affiliated with agents.



4.3. Activities to inform manufacturers and workers

LaDress has informed all suppliers of the FWF membership and of the CoLP. CAPs from the recent audit are currently being analysed. Once they have been, LaDress will establish which FWF trainings can be best utilized.

5. Information management

LaDress utilizes a file system in the office computers to keep track of progress on the implementation of the CoLP, which is accessible by the appropriate members of LaDress staff.

LaDress is fully aware of all production locations. A small number of suppliers in Europe is used, in part so that LaDress is aware of every aspect of the supply chain.

6. Transparency & communication

LaDress includes a section called “We Care” on the website. Here it is stated that LaDress is a member of the Fair Wear Foundation. Through the implementation process, the progress will be updated on the website to more accurately reflect the stage of membership.

7. Stakeholder Engagement

LaDress stakeholders are in the form of an advisory board. Two board heads: Anthony and Simone. The greater advisory board is primarily financially concerned, however Anthony and Simone, the two board heads prioritize CSR. Thus CSR is a main issue for the advisory board.

LaDress did not make use of any FWF stakeholder resources in 2014.

8. Corporate Social Responsibility

LaDress values the FWF membership. LaDress also works with Modint to ensure that products are fully compliant with health and safety regulations. Special attention is paid to the new Girl's line with respect to specific children clothing safety regulations.