

# La Dress

by Simone

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

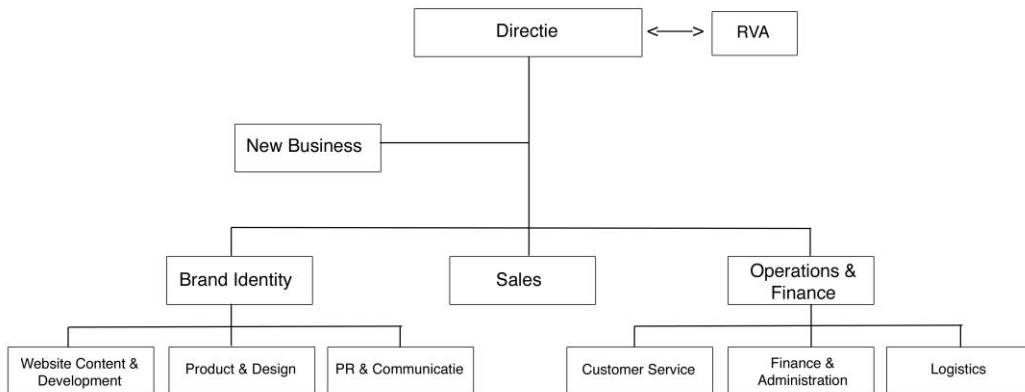
Start date membership

January, 2015

Reporting period (financial year)

January, 2015 – January, 2016

Organisational chart





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NOTE: Under each question, please focus on the improvement that has been realised in the previous financial year. Given that the report will be published on the website, delete the parts where we explain the question/description. Please read the accompanied guidelines carefully to know what we expect.

## Summary: goals & achievements 2015

At LaDress, we have achieved one of our major goals by successfully auditing an atelier where we source over 75% of our clothing. Following this audit, the CAP has been analysed and measures has been taken to improve the existing structures. Some points have already been improved, while others will become the focus in 2016.

“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 clients appreciate our social and environmental concerns, thus further motivating us to continually update and improve our sustainability strategy.” – Anthony Mak van Waay, Director LaDress

LaDress takes sustainability seriously by working hard towards implementing membership with the Fair Wear Foundation as well as sourcing our products from producers who also value the environment.

A key event that highlights LaDress’s social compliance undertaking the successful audit our principal supplier, early 2015 and the creation and first implementation of the CAP. This will be taken further in 2016. In 2015 we have hosted a WELLMADE to further educate our staff about Fairwear and its importance for a clothing company like LaDress.

## 1. Sourcing strategy

### ***1.1. Sourcing strategy & pricing***

We source for artisanal craftsmanship. We spend a lot of attention on the way our dresses are designed and produced. Our ateliers are selected for their authenticity, skills, expertise and eye for detail. We produce 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 / Nancy Ros– quality control, production management.

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

### ***1.3. Production cycle***

Our time to market from proto sample is approximately 10+ weeks

Production time CMT approximately 3-4 weeks

Forecasting based on weekly sales overview on SKU levels



Social Report [January 2015 – January 2016] – past financial year

2015 Collection Strategy: Introduce 2-5 dresses each week (online; BTB 6-8 weeks)

Lead Times: 3-4 weeks.

#### ***1.4. Supplier relations***

We have started working with a new atelier in Bali, Indonesia this year, the only atelier outside of the EU we currently work with. We have selected this atelier because of the craftsmanship found especially in this region. After visiting different ateliers in this region, we have selected the atelier with the best craftsmanship. In this selection process there was also a big focus on working conditions and a positive attitude towards FWF and its values. We are working together with an agent who has worked with this atelier for some time and is able to visit the atelier regularly, but have also visited the factory to make sure our standards are met.

#### ***1.5. Integration monitoring activities and sourcing decisions***

We have taken further steps to integrate monitoring activities. We have sent all the ateliers that we are working with the questionnaire and worker information sheet.

## **2. Coherent system for monitoring and remediation**

### ***2.1. Factory A/Country A***

In March, we audited our main atelier in Romania. Gillian accompanied the FWF audit team to visit the factory. This was the first time this factory was audited, thus we discussed with the factory management what the FWF implementation entails. We selected this particular factory for auditing because it produces the largest percentage of clothing of all our suppliers, which puts us on the right track for monitoring.

They have already taken up some points of the Corrective Action Plan, all health and safety issues have been dealt with.

For this year our main focus has been our biggest atelier. There are still some issues there about points of the CAP, which have become a talking point in 2016. The most important thing we gained from the audit is that we are opening up a better dialogue with our atelier and that we are aware of the points of improvement.

## **3. Complaints handling**

LaDress has not yet received any complaints.

## **4. Training and capacity building**

### ***4.1. Activities to inform staff members***

This year we have hosted the Wellmade sessions to further educate our staff about Fairwear.



#### **4.2. Activities to inform agents**

LaDress works with a few agents. We have very open communications with most agents we work with about fairwear and generally they help us out with the questionnaire and all the information we need from the ateliers.

#### **4.3. Activities to inform manufacturers and workers**

We have send out the worker information sheets in all appropriate languages to our ateliers.

### **5. Information management**

LaDress utilizes a file system in our computers to keep track of all fairwear related items, which is accessible by the appropriate members of LaDress staff.

LaDress is fully aware of all our production locations. We use a small number of suppliers in Europe in part so that we are aware of every aspect of our supply chain.

### **6. Transparency & communication**

LaDress includes a section called “We Care” on our website, which states that LaDress is a member of the Fair Wear Foundation. Through this implementation process, we will update this description on our website to more accurately reflect at what stage of membership we are in. There will continually be updates in the future to explain our membership with FWF and our relationship with our suppliers.

This year we have hosted the Wellmade sessions to further educate our staff about Fairwear, this includes our sales and marketing staff who are in direct contact with our costumers and can now explain in more detail about Fairwear and why we have a 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.

### **8. Corporate Social Responsibility**

LaDress values our FWF membership. We also work with Modint to ensure that our products are fully compliant with health and safety regulations.