EILEEN FISHER

Business as a Movement

Amy Hall
Director of Social Consciousness
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EILEEN FISHER

Style that makes a difference, head to toe. Our Silk Crepe de Chine dress is dyed without hazardous chemicals, and the jeans are made with organic fiber—in the USA.
eileenfisher.com
Who We Are

Founded in 1984

ESOP

950 employees

800 dept store shops, 60 retail stores + e-commerce

Today . . .

$360 million in revenues

Product manufactured in China, U.S., India, Italy, Philippines, Thailand, Peru and Japan
Some Sobering Facts

“More than 97 percent of apparel sold in the United States [is] made globally.”

American Apparel and Footwear Association

“By 2030, humanity's "annual global water requirements" will exceed "current sustainable water supplies" by 40 percent.”

The Atlantic

12 million tons of textile waste (68 pounds per household) is generated each year.

Eartheasy.com
Running Out of Time

It’s no longer about business making a minimal impact. It’s about reversing our impact.

Jeffrey Hollender, founder and former CEO, 7th Generation

We can’t continue taking small steps. We must make big leaps.

Eileen Fisher
What is “Business as a Movement?”

“I am so passionate about how we do business – how it can have a positive effect on people’s lives and on social change.

From the factory workers in our supply chain, to the way we work together in our company, with our customers and our communities, there are so many opportunities to create a better world.”

Eileen, Founder and Chief Creative Officer
People Care

“Two-thirds of consumers globally believe they have a responsibility to purchase products that are good for the environment and society (65%), including 82% in emerging markets and 49% in developed markets.”

BBMG
From the earth and back again
The lifecycle of an EILEEN FISHER garment

01 Raw material extraction
02 Manufacturing process
03 Transportation of goods
04 Wear & wash
05 Reuse & recycle
06 End of life
WE'D LIKE OUR CLOTHES BACK NOW THANKS VERY MUCH.

HOW YOU CAN RECYCLE OUR CLOTHING

In honor of Earth Month, our store is proud to announce the start of our reuse reuse Collection Program, a recycled clothing initiative in the movement Community Foundation whose proceeds will support women and girls.

Starting on April 19, all of our retail locations and Company Store will take back your gently worn clothing. For each item donated, you will receive a tax receipt and $5 in Recycling Rewards that you can spend at any Company North retail location, Company Store or at elopethem.com.

Learn more at greenelitewing.org.
&

The dress with a backstory. Our Silk Crepe de Chine is bluesign® certified, which means it’s dyed without hazardous chemicals, using minimal water.

eileenfisher.com
EILEEN FISHER

We'd like you to know what we're made of.
A harem pant that's manufactured in NYC,
a reversible sweater that gets its stripes
from organic linen.
eileenfisher.com
Transparency: Whose Voice?
Transparency

- Who should tell our stories?
- How to engage our customer?
- Who is leading whom? Customers or us?
- How can we communicate with integrity?

- Social media
- & (Ampersand) Ad Campaign
  www.eileenfisherampersan.com
On the Horizon

- Mapping our supply chain
- Seeking greater values alignment throughout our supply chain
- Exploring the factory of the future
- Increasing & campaign visibility and engagement
- Finding our voice in state/federal policy
Thank you!

I’m friendly. Feel free to contact me at: ahall@eileenfisher.com

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