

GUESS Responsible Cotton Sourcing Policy

Cotton is an important material used in GUESS products comprising approximately half of our materials use. A strong and durable fiber, cotton is a renewable resource and biodegrades naturally. Cotton is also the most widespread and profitable non-food crop in the world providing income for over 250 million people worldwideⁱ.

However, cotton is also labor, land and water intensive, and can be linked to environmental degradation and/or human and labor rights abuses. Thus, as part of our commitment to use responsibly sourced materials, GUESS is increasing procurement of preferred cotton sources while also working to improve traceability to help us avoid prohibited cotton sources from entering our supply chain.

GUESS will report on implementation and progress of our responsible materials sourcing policies in its biennial, externally validated sustainability reports. Our GUESS FY20-21 Sustainability Report is available online at sustainability.guess.com.

Preferred Cotton Sources

Better Cotton Initiative (BCI)

GUESS is working to increase the volume of cotton we source as Better Cotton. BCI is a non-profit organization that takes a holistic approach to sustainable cotton production, focusing on the three pillars of sustainability: environmental, social and economic. BCI works with farmers to uphold its seven Principles and Criteria, including water stewardship, responsible land use, reduced chemical use during crop protection and decent work.

Organic cotton

Guess is increasing its use of organic cotton which uses less chemicals and enhances biodiversity.

Additional Preferred Alternatives (i.e. recycled, made in Africa, etc.)

GUESS seeks to find financially viable alternatives to sourcing conventional cotton by exploring recycled and upcycled fibers as well as other cotton produced with a higher environmental and social standard. GUESS looks forward to exploring and supporting such alternatives as they become available.

Prohibited Cotton Sources

In recognition that cotton sourced from certain regions may present risks of Human Rights violation, including but not limited to forced child labor, GUESS seeks to prohibit any such cotton from entering our supply chain. GUESS monitors these risks as they emerge and takes management measures accordingly.

ⁱ World Wildlife Fund, 2019: www.worldwildlife.org