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9/27 Class Assignment- CSR

BOMBAS

Mission statement: “ We believe a more comfortable world is a better world. Everyone, no matter their circumstances, deserves to put on clean clothes that feel good. So we perfected socks, underwear, and t-shirts you’ll want to live in. created apparel you’ll never want to take off. And for every item you purchase for yourself, we donate an item to someone affected by homelessness (BOMBAS, 2021).”

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Bombas is a clothing company that sells basic clothing. What makes them unique is that they have made it a personal matter to help out those in need. The Corporate Social Responsibilities (CSR) practices that Bombas focuses on are giving back to the homeless community. They have made it their mission to donate an item with every purchase, whether they are socks, t-shirts, or underwear. So far they have donated more than 40 million clothing items to more than 3,500 organizations that aid homeless people. This correlates with their mission statement because they believe in a better world where everyone “deserves to put on clean clothes that feel good” regardless of their social status. This is a very innovative marketing strategy because it gives the consumer a sense of social responsibility. By purchasing these items the consumer believes they are helping out a homeless person, which then creates a positive experience. By telling their consumers how many items they have donated not only makes them look good but also indicates that their products are really good. If they were able to donate more than 40 million items it means they were able to sell more than 40 million items as well. The customer can then conclude the product is very good quality and is worth the purchase.

AMOUR VERT

Mission Statement: “Buy a Tee, We plant a Tree. We are Green Love. Our sustainable practices address all aspects of our business operations and the full lifecycle of the garment: the fibers and production process used, how workers are treated, how it gets to the consumer, and finally-whether it can be recycled or is forced into a landfill (Amour Vert, 2021).”

Amour Vert is a clothing company that focuses on selling items that are long lasting and sustainable. They make limited quantities of clothing to decrease their carbon footprint. They are also located in California and operate just 6 factories with less than 17 employees per factory. They do this so that they can monitor these factories to ensure that all their employees are working within good conditions while receiving fair wages. They have promised to plant a tree for every tee that is purchased with the help of their partner American Forests. They have planted

354,971 trees since they first began. Their CSR practice is being socially responsible by engaging in sustainable forms of fashion garment production. They are extremely transparent with their consumers because they offer disclosure to all their business operations. On their website they offer the locations of where their factories operate and how many employees exactly they employ. This helps build stronger relationships with their consumers because it helps build trust. The consumer can find all the information they are looking for on the Amour Vert website which motivates them to make purchases because they know they can trust this company to be socially responsible to the environment but also to the people. Consumers get a sense of contribution to the restoration of forests just by simply making a purchase from their fingertips.

STATE Bags

Mission Statement: “Give. Back. Pack. Our mission is to make beautiful, well-made inclusively cool products while using the power of business to give back and shift narratives around social injustices (STATE, 2021).”

STATE is a company that produces different types of bags for men, women, and children. They have made it their mission to donate a bag full of school supplies to children in families that are in need with every purchase. They have also partnered up with several organizations to give back to the black and latin community. Their CSR consists of partnerships with nonprofit organizations and donations made through their project #WhatDoWeTellTheKids. By taking these initiatives STATE have made themselves look more desirable to consumers who are looking to support certain communities as well as children in need. They have aimed their focus at shining light on social injustices and ways that people can give back to the community.

ThirdLove

Mission Statement: “In our world, Uncomfortable is Unacceptable. YOU FIT HERE. When it comes to the right fit and a confident feel, we’re never complacent. We obsess over each stitch so you never have to think about how something feels, looks, or wears. While trends come and go, we’ve always stayed true to one notion: we do comfort, you do you (ThirdLove, 2020).”

ThirdLove is an undergarment fashion company that focuses on Style, fit and comfort. They have made it their mission to provide underwear as well as other activewear items to women of all shapes and sizes. They are very inclusive of different races and ethnicities. Some CSR practices that they have been involved in are partnering up with several organizations such as Soles4souls, Good360, and I support the Girls. According to ThirdLove, they are the largest donors of undergarments in the United States, donating approximately \$40 million dollars worth of products to women in need. They have gone further and reached out to Texaid in effort to upcycle any product that has been returned and cannot be donated to reduce the amount of

clothing that ends up in landfills. This ultimately helps them reduce their overall carbon footprint.

Work Cited:

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