



FEEL GOOD.

PUTTING PEOPLE FIRST

People power our product, our purpose, and our planet. That's why we promote diversity, gender equality, female empowerment, and inclusion for all. We advocate for our employees, our customers, our community, and beyond.

You can read more about our policies, projects and partnerships here and find out exactly how we are progressing against our [targets](#).

COMMUNITY

We have empowered over 33,000 women through the HERproject, and plan to empower 100,000 women by 2027

COMMUNITY

In 2020 we donated \$125,000 to GLAAD – a nonprofit accelerating acceptance and advancing equality for the LGBTQ+ community



STORIES

OUR COMMUNITY

UGG PARTNERS WITH ZAPPOS FOR THE SPORT YEAH SPECIAL OLYMPICS USA GAMES

23 MAY 2022

UGG is proud to partner with Zappos to offer a special edition of our Sport Yeah Special Olympics USA Games slide in celebration of the upcoming Special Olympics 2022 USA Games.

[READ MORE](#)

OUR COMMUNITY

EMPOWERING WOMEN WITH HERPROJECT

25 MARCH 2022

UGG is working with BSR's HERproject™ to provide essential training to the women in our supply chain. It's all part of our commitment to do good for the planet, be good to people, and make good products.

[READ MORE](#)

OUR COMMUNITY

HOW UGG IS TAKING STEPS ON ITS DEI JOURNEY

21 MARCH 2022

In 2021, we took significant steps to transform our vision and values into action. Here's a look at some of the highlights, and where we're going next.

[READ MORE](#)

INTERVIEW

MEET MICHELLE APODACA

27 JANUARY 2022

Get to know Michelle Apodaca, Director of Deckers Gives as she explains the purpose and vision of the Deckers' global giving program – which UGG is a part of under the Deckers Brands umbrella – and the impact its initiatives have across people and the planet.

[READ MORE](#)

ARTICLE

UGG ENCOURAGES VOLUNTEERISM FOR MLK DAY 2022

17 JANUARY 2022

Celebrated each year on the third Monday of January, the Martin Luther King Jr. Day of Service is an occasion to remember the civil rights leader's life and legacy, but it is also a call to action for every American to help build a better community – a 'day on, not a day off'.

[READ MORE](#)

ARTICLE

UGG SUPPORTS LGBTQ+ RIGHTS

22 JUNE 2021

As our digital lives intersect with our new post-COVID world, the communities we belong to are everything. At UGG, the heart of our community is diverse, equal, and proud.

[READ MORE](#)

ARTICLE

UGG DONATES \$500,000 TO NONPROFITS

16 JUNE 2021

This year's recipients include Pacific Pride Foundation, First Nations Development Institute, TASH, Equal Justice Initiative, Advancement Project, Greenlining Institute, Students Deserve, Asian Law Caucus: Asian Americans Advancing Justice, Homeboy Industries, and National Urban League.

[READ MORE](#)

[ARTICLE](#)

UGG COMMITS TO INCLUSIVITY WITH THE VALUABLE 500

18 MAY 2021

As part of our ongoing commitment to extend the feeling of UGG® universally, we are joining The Valuable 500 – a global movement putting disability inclusion on the business leadership agenda.

[READ MORE](#)

INTERVIEW

INTERVIEW WITH BROOKE BESHAI

28 FEBRUARY 2021

Brooke Beshai, Director of Sustainability and Compliance for Deckers Brands – which includes UGG, HOKA, Teva, and Sanuk – looks ahead to 2021, sharing her thoughts on key sustainability trends and areas of focus for UGG this year.

[READ MORE](#)

INTERVIEW

DECKERS COMMITTED TO CREATING A BETTER

TOMORROW

22 FEBRUARY 2021

As we celebrate Black History Month and following the events of last year when #BlackLivesMatter protests around the world laid bare the scale and impact of institutionalised racism, Dave Powers, Deckers Brands President and CEO, addresses the need to take an active stand against discrimination in every form.

[READ MORE](#)

OUR COMMUNITY

DECKERS COMMITMENT TO UNGC SUSTAINABLE DEVELOPMENT GOALS

12 OCTOBER 2020

The Sustainable Development Goals were adopted by all United Nations Member States in 2015 as a universal call to action for companies to align on human rights, labor, environment, and anti-corruption, and take actions that advance societal goals.

[READ MORE](#)

INTERVIEW

PEOPLE POWER - ANDREA O'DONNELL

8 OCTOBER 2020

Andrea O'Donnell, President, UGG® of Deckers Brands since 2016, shares her thoughts on the company's commitment to people and the planet.

[READ MORE](#)

[ARTICLE](#)

PART OF A FAMILY: OUR COMMITMENTS TO OUR COMMUNITY

30 SEPTEMBER 2020

In alignment with our commitment to UNGC sustainable development goals, we as part of the Deckers family have set a range of targets relating to human rights, gender equality and quality education.

[READ MORE](#)

[ARTICLE](#)

ONE MILLION DOLLARS FOR COVID-19 PANDEMIC RELIEF EFFORTS #UGGTOGETHER

25 SEPTEMBER 2020

UGG and parent company Deckers Brands launch the Better Together initiative to donate over a million dollars to relieve suffering caused by the pandemic.

[READ MORE](#)

[ARTICLE](#)

STRIVING FOR DIVERSITY, INCLUSION AND EQUALITY IN THE FASHION INDUSTRY

23 SEPTEMBER 2020

Diversity, inclusion and equality is fundamental to UGG, both within our walls and across the communities we engage with. We are committed to promoting and championing these values through everything we do and strive to create a culture of inclusion where employees can freely and equally contribute regardless of gender, gender identity, age, race, disability, or sexual orientation. All of our employees are regularly trained in our CODE OF ETHICS, which outlines these values.

[READ MORE](#)

ARTICLE

SUPPORTING LGBTQ+ COMMUNITIES

21 SEPTEMBER 2020

UGG has been a proud partner of the Pacific Pride Foundation (PPF) for five years, an essential platform for connecting people, driving community and togetherness and standing in solidarity visibly with the LGBTQ+ community.

[READ MORE](#)

[ARTICLE](#)

EMPOWERING WOMEN WITH HERPROJECT

20 SEPTEMBER 2020

As part of our commitment to reducing inequality, and doing our part to build a sustainable and socially responsible business, in 2016 we partnered with BSR's HERproject. HERproject is a collaborative initiative that brings global brands like ours together with suppliers and local NGOs to empower women.

[READ MORE](#)

[ARTICLE](#)

SAYING NO TO RACISM #UGGTOGETHER

15 SEPTEMBER 2020

In June 2020 we publicly pledged to do more in the fight against racism, following the death of George Floyd and the resulting protests around the world as racial injustice, continues to impact millions of people.

[READ MORE](#)





FEEL GOOD

[Our Environment](#)

[Our Community](#)

[Our Innovation](#)

[Animal Welfare](#)

[About Us](#)

[UGG Homepage](#)

[Privacy policy](#)

[Cookies policy](#)

[Terms and Conditions](#)

[Website accessibility](#)

LANGUAGES:

ENG

|

FR

|

GER

|

🇬🇧

|

🇩🇪

© 2022 Deckers Brands