



Inclusion and Diversity

≡ ABOUT

We Are Kontoor

At Kontoor Brands, our purpose is to be the common thread that inspires people to live with passion and confidence. To be the common thread, we all must come together - one stitch at a time...just like the products we make.

No matter who you are, where you're from, who you love, or how you identify, we're all cross-stitched together at Kontoor.



"The natural connection between Inclusion & Diversity and our business strategy is a powerful one. We're determined to strengthen that connection, from the way we recruit and develop talent, to the way we show up in the marketplace and in our communities as inclusive brands. Each one of us is accountable to strive to achieve our strategy, measured on our ability to create a growth culture that is worthy of our greatest aspirations."

- Scott Baxter
President, CEO and Chair of the Board

I&D Strategic Priorities

Standing for Inclusion & Diversity isn't enough. We must take action. In August 2020, we announced our first global Inclusion & Diversity strategy, identifying our areas of focus, setting measurable goals for how we will drive change and detailing actionable plans for how we will get there.



Workplace Belonging

Strategy

Foster a culture of inclusion and respect that encourages collaboration, flexibility and equity to ensure all employees feel heard and empowered to reach their full potential.



Workforce Diversity

Strategy

Recruit, retain and promote from a diverse group of candidates to increase diversity of thinking and perspective.

Objectives

- Reach gender parity
- Increase U.S. BIPOC¹
- Increase U.S. Black²
- Increase U.S. BIPOC³ 2030.



Marketplace Equity

Strategy

Drive Inclusion & Diversity through brand marketing, images and messaging.

Objectives

By end of 2020, conduct a marketing audit of initiatives to establish a baseline of inclusion



Sustainability & Accountability

Strategy

Identify and break down systematic barriers to full inclusion and equity by constantly evaluating and improving our policies, practices and processes.

¹ Black, Indigenous, People of Color

² Representation data as of June 1, 2020 when objectives were set

³ Data as of July 1, 2021, when this new objective was added

Workforce Diversity

Driving change starts with providing transparency in where we are in our Inclusion & Diversity journey today. We commit to sharing annual updates with our progress toward our strategic priorities and objectives.

2021

2020

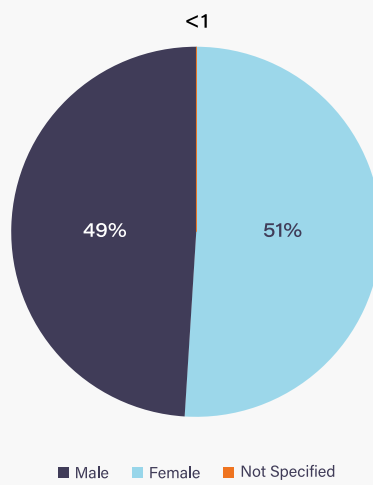
GLOBAL GENDER

GLOBAL GENDER BY LEVEL

RACE & ETHNICITY (U.S.)

RACE & ETHNICITY - DIRECTOR LEVEL AND ABOVE (U.S.)

Global Gender



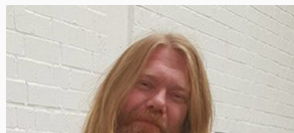
*Data as of July 1, 2021
(n=14,397)

Inclusion and Diversity Progress Report



2021 Inclusion and Diversity Progress Report

Our People





Matt Janes

Wrangler® Marketing Director, EMEA

"I'm absolutely obsessed with everything that's going on in the office. Our creative ideas are primarily internally bred within the team. We're our own little mini-agency."

[READ MATT'S STORY >](#)

Minnie Tang

Marketing Manager, Wrangler

"I love working with our global team on our work."

[READ MINNIE'S STORY >](#)

Employee Resource Groups

At the center of our commitment to evolve and grow our company and workplace culture are our Employee Resource Groups (ERGs). ERGs at Kontoor are voluntary, employee-led groups that foster diversity of thought, build community, and provide support for professional and personal development. These communities drive initiatives that employees identify, own and execute with peers across the global Kontoor network.

When launching our Inclusion & Diversity strategy last year, we committed to expanding and globalizing our ERG network. To date, we have 15 ERGs across 9 countries. Here are a few activities our ERGs have led over the last year:

- **Engage Diverse Group to Excellence, "EDGE" (India)**, is focused on bringing harmony to Kontoor. The group encourages connections through social gatherings, team engagements, virtual yoga, community service and other fun activities.
- **The Diversity Networking Association, "DNA" (United States)**, is focused on creating a culture that embraces our differences, nurtures and attracts a diverse employee base, and guides our brands to help meet the needs of all consumers. This year, the group has been instrumental in leading important conversations around Black History Month, Asian American Pacific Islander Heritage Month, and other holidays, providing an opportunity for employees to share their personal stories and to hear from outside speakers.
- **LGBTQ+ Inclusion for Everyone, "LIFE" (United States)**, is focused on celebrating, promoting and advocating for LGBTQ+ employees at Kontoor and within the communities in which we operate. In honor of PRIDE Month, the group hosted a T-shirt design contest. The winning designs were featured on shirts which were available for employees to purchase with all proceeds from the sales being donated to a local LGBTQ nonprofit organization.
- **WeKare (Hong Kong)** is focused on demonstrating our care to the community and the environment by providing Hong Kong employees with a platform to serve in a variety of causes that promote love, sharing and compassion. Through their community service efforts, the group of 60-plus volunteers has distributed more than 1,300 lunch box meals to the underprivileged and collected more than 6,000 masks to provide to those in need in the community.
- For a complete list of Kontoor's ERGs, [click here](#).



Community Engagement

Fostering community engagement is a key component of our Inclusion & Diversity strategy and we are dedicated to making positive contributions to our communities through local and national partnerships via monetary donations, sponsorships and volunteer efforts. We are building meaningful relationships with organizations focused on activities like mentoring, pro bono services and volunteerism, to be a positive force for good.

INTERNATIONAL CIVIL RIGHTS MUSEUM

TIME TO VOTE

CHARITABLE DONATIONS

ADDRESSING SYSTEMIC RACISM

Greensboro, N.C. is not only home to Kontoor's global headquarters, but it's also home to the [International Civil Rights Museum](#). The museum is located at the site of the first sit-in in the U.S., where four black college students sat down at a whites only lunch counter to stage a non-violent protest against segregation. Kontoor's Diversity Networking Association (DNA) ERG, along with members of our Executive Leadership Team, hosted tours of this important institution for employees.

Other Initiatives



Learning and Development

In addition to inclusion learning programs launched in 2020, we introduced a global mentorship program using anonymous matching to remove bias and assumptions, creating employee pairings that break down barriers typically formed by location, hierarchy or functional areas. Additionally, we introduced regional I&D book and movie clubs to continue our focus on dialogue and empowerment.



News

VIEW ALL



Feature Story

Celebrating Hispanic Heritage Month

By: Kontoor Brands News Team
Tags: Inclusion and diversity, Employees



Feature Story

The Common Thread

By: Scott Baxter, President, CEO and Chair of the Board
Tags: Announcements, Culture, Inclusion and diversity, Kontoor



Feature Story

Catalyzing Sustainable Growth by Cultivating a Diverse and Inclusive Culture

By: Kontoor Brands News Team
Tags: Inclusion and diversity, Culture

Join Our Team

We are looking for inclusive, creative, and forward-looking employees with a passion for creating innovative apparel products and accessories that give people the confidence and freedom to express themselves.

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[VIEW CAREER OPPORTUNITIES](#)

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