



CORPORATE RESPONSIBILITY INCLUSION

We're committed to establishing a culture of inclusivity across ASOS, so that we truly represent the diversity of our customers in what we think, say and do.

677

British Paralympic athletes and staff wore ASOS-designed outfits at the 2016 Rio and 2018 PyeongChang Paralympic Games

600

people with disabilities helped back into employment by Scope thanks to funding from ASOS clothing donations

\$485,000

raised for GLAAD through our LGBTQ partnership

135

ASOSers have taken part in Pride London

DISABILITY

Accessible digital platforms: We're continually reviewing our websites and apps to make sure that they're accessible. We have a robust internal audit process in place which we bolster with insight from external organisations. We recently asked US digital accessibility experts, Accessibility 360, to undertake an audit of our site, and are using their findings to help us meet a site-wide target of achieving AA accessibility standards by 2020. We are working towards including accessibility considerations in every

release of code for all of our digital platforms. In recent versions of our native apps, we've started to incorporate features such as screen readers, AA contrast ratios and dynamic text sizing.

Inclusive products: We're actively exploring how to make our product offering suitable for our customers who have a disability. This includes considering how we design adaptive, or accessible clothing and how we signpost existing products that possess accessible features. Please read our [Making fashion accessible case study for more information](#).

“ I worked with ASOS over several months to create a fashionable, yet practical waterproof all-in-one! Not just for people like me in a chair but anyone. It's about making fashion accessible. ”

Chloe Ball-Hopkins
ASOS model and Paralympian

Business Disability Forum: We've been a member of the Business Disability Forum since 2012. They're helping us to become a more disability-smart organisation through the provision of disability awareness training and through external consultants who are advising us on how to improve the accessibility of ASOS offices.

British Paralympic Association: We're proud to be the official formal and ceremony wear supplier to the British Paralympic Association. The partnership was established in 2015 and provides us with the opportunity to both promote Paralympic sport and learn more about the needs of customers with disabilities.

So far, we have helped more than 677 athletes and staff to look and feel their best at both the Rio 2016 and PyeongChang 2018 Paralympic Games. Planning is already underway for the Tokyo 2020 Paralympics.

As part of our partnership, we facilitate visits from para athletes and coaching staff to ASOS school and charity partners, to help promote Paralympic sport and inclusion.

“ It was such an amazing opportunity to be part of the

ASOS team designing the Paralympics GB ceremony and formal wear outfits for PyeongChang 2018. I thoroughly enjoyed the challenge of considering performance and function as well as brand image. Watching the Paralympics GB team walk out with so much energy and standing out from the rest in their bold outfits was such a proud moment. It was an experience I will never forget and definitely a career highlight! ||

Lauren Evans

Assistant Menswear Designer, ASOS



Read our Winter Paralympics case study [here](#).

Scope: Between April 2017- March 2018, we donated £122,661 in stock to disability charity Scope which has helped support more than 600 disabled people to get back in to work.

Leonard Cheshire Disability

We participated in Leonard Cheshire's Change 100 programme for the first time in 2018.

Change 100 offers paid summer work placements and mentoring for students with disabilities or for recent graduates. We recruited one intern from Change 100 onto our summer interns 10- week programme. We're looking into offering more internships and providing additional employment opportunities in the near future.

BLACK, ASIAN, MINORITY ETHNIC FREEDOM FESTIVAL

ASOS joined forces with [Do It Now Now](#) on the BAME Freedom Festival 2019 which empowers young, Black, Asian and Minority Ethnic (BAME) women in the creative industry. This year's theme was period poverty. We kicked off the event by hosting a panel discussion with our Womenswear Design Director, Vanessa Spence, on our Kujawa project – designing and providing girls in Kenya with sustainable sanitary products to allow them to stay in education.

LGBTQ+

GLAAD: We've partnered with GLAAD, the LGBTQ media advocacy organisation, to support '&Together Movement' which promotes acceptance for all communities subject to discrimination. We collaborated with them on two gender-neutral clothing ranges with a percentage of the proceeds going to fund GLAAD's work. So far, we've raised \$485,000.

Stonewall: To help us further LGBTQ+ acceptance we participate in Stonewall's Global Diversity Champions programme - Europe's largest LGBTQ+ charity. Each year, we take part in their Equality Index, the leading LGBTQ+ benchmarking assessment. Our approach to advancing LGBTQ+ equality through our marketing and communications has been described by Stonewall as 'world-class'. We continue to use their insight to improve the lives of LGBTQ+ people in our workplace and communities.

Pride: ASOS participates in pride celebrations in the UK and US. We are a long-term partner of Pride in London and we support them year round. In 2019, we've helped to design a nine-piece collection which was sold in their pop-up store and online. We helped to source the range from our ethical suppliers using sustainable fabrics and shot the collection in ASOS' studios with pride volunteer models. The new range has

been a huge success and raised £30,000 to keep Pride celebrations happening in the capital.

Read more in our Celebrating Pride case study [here](#).



Empowering women

ASOS is a signatory of the [UN Women's Empowerment Principles](#) which commits us to take steps to advance and empower women in the workplace. We use their Gender Gap Analysis tool to identify where we can improve the lives of women and girls globally.

We've also publicly lent our support to the UN Women's #drawaline campaign to end violence against women and girls.



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