Superdry promotes Living Wages in our supply chain in line with our commitment to fair and responsible employment.

We define Living Wages using the core principles and global perspectives established through global multi-stakeholder consultation convened by the Living Wage Foundation and ACCA.

Core Principles:

The application of Living Wage Principles is a change-management process that will take time and is generally undertaken in stages, working through different groups of employees and involving the active engagement of employees and their trade unions and other representative bodies where possible.

As an initial stage, employers are required evidence payment of local wage entitlements (including overtime premiums), benefits (including bonuses), and social security contributions to demonstrate baseline compliance to our Code of Practice.

Employers paying a living wage are required to further evidence that it is:

1. Payment of a living wage should be paid on a voluntary basis by employers.

2. What we are doing to uphold this policy:

   At Superdry we believe that all workers have the right to a living wage and continue to promote this standard throughout our supply chain.

   We prioritise stability and partnership with suppliers and work closely with them to ensure fair and safe conditions are afforded to all people making Superdry product. We have dedicated Sourcing Offices in key Source Countries each with an in-house team of ethical trading experts who continuously monitor conditions alongside independent third-party auditors who baseline performance.

   Our production teams work closely with key factories to plan capacity to help effective planning and to enable stable and fair conditions of employment.

   We actively support our suppliers where we identify any challenges and will place them on preferential payment terms.
We actively support our suppliers where we identify any challenges and will place them on preferential payment terms as required over a remedial period. Our standard payment terms are 60 days.

We continue to utilise publicly available tools to assess factory performance against Living Wage levels including the Fair Wear Foundation’s Wage Ladder alongside resources advised by the ETHICAL TRADING INITIATIVE.