

# History of AFIRM



Marcus Kuerner  
adidas-Group



HUGO BOSS



ESPRIT



LEVI STRAUSS & CO.



s.Oliver

# Who is AFIRM?



- Established in July 2004
- Original Member Companies:
  - adidas
  - C&A
  - Gap
  - Levi
  - Nike
  - Marks and Spencer
  - PUMA

# Current Members

- adidas-Group
- Carhartt
- Collective Brands
- ESPRIT
- Gap, Inc.
- Gymboree
- H&M
- Hugo Boss
- Levi Strauss & Co.
- New Balance
- Nike
- Pentland
- PUMA
- s.Oliver
- VF Corporation
- Warnaco



# AFIRM Mission

- To reduce the use and impact of harmful substances in the apparel and footwear supply chain.



# AFIRM Vision

AFIRM is a recognized global center of excellence, providing resources for sustainable, self-governing RSL implementation across the apparel and footwear supply chain. The supply chain has knowledge about RSL and chemical safety, assuring that consumers and workers are safer from the impact of harmful substances and the environment is cleaner. This improves customer confidence and the public's perception of apparel and footwear companies.



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# AFIRM Purpose

- To provide a forum to advance the global management of restricted substances in apparel and footwear, communicate information about RSL to the supply chain, discuss concerns, and exchange ideas for improving RSL management, to ultimately elevate consumer satisfaction.



adidas  
GROUP

COLLECTIVE  
BRANDED™

GAP

HUGO BOSS



Pentland

PUMA

vf

WARNACO

AG  
AFIRM GROUP

carhartt

ESPRIT

H&M

LEVI STRAUSS & CO.

new balance

Phylmar Group  
Environmental  
Health & Safety  
Social Responsibility

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# Public Access Website

- <http://afirm-group.com>
- Now available on the AFIRM public access website:
  - AFIRM Supplier Toolkit
  - RSL Guidance List
  - FAQ's



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# Seminars to Date

- 31 March 2010 – Hong Kong
- 6 November 2008 – Delhi
- 23 October 2007 – Shanghai
- 31 March 2006 – Hong Kong