

HOUSE OF KHOLOUD

DIVERSITY & INCLUSION POLICY

October 2022

We believe in a future where our planet and it's people are truly able to thrive. Where everyone our business touches feels accepted, valued, respected and understood. We believe in building a team of individuals who are representative of our global community - from the people who work in our supply chain, to our team, our believers (a word we use to represent customers), our audience and everyone beyond this. We believe in embracing and celebrating what makes each of us unique - our backgrounds, experiences, cultures, religions, beliefs, gender identities and orientations.

We know and believe that our collective strength lies in unity and individualism. We believe that in nourishing a community of inclusion and belonging from a place of warmth, honesty and kindness, we have the power to change the world.

To ensure that every aspect of reflects these values, we have identified 5 key areas in our business under which we have built our policies and procedures to guide us forward, hold us accountable and measure our success.

Workplace Culture

As a brand we hope to be a family of unique backgrounds, experiences, races, cultures, religions, beliefs, gender identities and orientations. We aim to foster an internal culture that is inclusive, welcoming, honest, kind and individual.

Where our employees feel valued, listened to, respected, understood and can uncompromisingly be their authentic selves. We will outline how we aim to achieve this in the following pages.

Inclusive Decision Making

Where possible ensure there is gender, age, cultural and ethnic inclusion when making decisions.

Create a space where every person feels comfortable and welcomed to actively weigh in on decisions.

Transparency - the who, why and what of decision making is formally and transparently communicated with the relevant teams.

Time is taken for open, honest and non-judgmental feedback and questions where a comfortable, safe and non-judgmental space is fostered by decision makers.

Culture Catch Ups

Monthly one on one, informal out of office 'culture catch ups' to ensure there is consistently space created by management for open and honest conversations, concerns and feedback. As well as having candid conversation, in these catch ups management check in around with on topics relating to inclusion, belonging, value and job satisfaction.

For us, it's incredibly important for all employees to always feel valued and understood and have a clear separation between culture catch ups and performance reviews. We ensure each employee has a second person as their point of conversation, if they don't feel comfortable speaking with their manager, essentially a buddy system, until such time as we have an HR department.

Inclusion Education & Team

At least once a year, partner with independent organisations, to hold professional development workshops for all. These workshops cover various topics such as: inclusion, unconscious bias, how to mitigate unconscious bias, bi-cultural organisations, cultural intelligence and creating respectful workplaces.

Mental Health & Wellness

We ensure all employees have knowledge and know how on where to access resources, guidance and help around mental health and wellness. As a brand we are always looking for creative ways to bolster mental strength and help our employees to develop skills for resilience to stress and positive mental health.

Individual Training Allowance

The individual training allowance is programme set up with the intention of helping our employees upskill and train in their chosen field. All our full-time employee will be allocated £200 per year to use on books, tuition fees, seminars or extracurricular learning. In addition to this, we will also supplement individual training with group training that is applicable to larger groups (for example management training).

Volunteer Day Off (VTO)

We encourage employees to participate in volunteer activities by providing 1 paid day off for volunteering. Employees may use the volunteering benefit to contribute their time and talents to recognised charities, causes or not-for-profit organizations, making a positive difference in their communities. In addition, we as a brand will organise optional group volunteer days that support organisations the business stands behind.

Meditation / Prayer / Quiet Space

We encourage all employees of the brand to take the space and time they need to meditate, reflect, pray or just take some time out. Where possible we will provide employees safe and quiet, comfortable space in an allocated area to encourage reflection and meditative thought.

Cultural & Religious Leave

We recognise that within an inclusive team there will be many different cultures, religions, beliefs and values. We value and support individuals taking a day of paid leave for key events and celebrations of personal significance outside of statutory New Zealand holidays, including but not limited to Chinese New Year, Diwali, Passover, Eid Al-fitr, Pride.

Menstrual & Menopausal Leave

We also recognise that menstrual and menopausal experiences can be debilitating, yet as a society, we have been indoctrinated to deny its existence publicly. Menstrual and menopause leave will now be accessible for employees who experience menstruation and menopause. These Guidelines aim to support employees in their ability to adequately self-care during menstrual periods and menopause, without having their personal leave unduly impacted.

These guidelines also act as a commitment by us as an organisation to remove the stigma and taboo surrounding menstruation and menopause and recognise its impact on women and all people that menstruate and experience menopause.

Our principles for the leave...

These guidelines are designed to provide opportunities for restful working circumstances and self-care for employees experiencing symptoms of menstruation and menopause.

These Guidelines are designed to be flexible depending on the employee's needs, providing for the following options...

The possibility of working from home;

The opportunity to stay in the workplace under circumstances which encourage the comfort of the employee e.g., resting in a quiet area; or

The possibility of taking paid leave.

In the case of paid leave, employees are entitled to a maximum of up to 6 paid days per calendar year in the event of inability to perform work duties because of menstruation and menopause, and their associated symptoms.

A medical certificate is not required.

As with personal leave, unused menstrual and menopause leave balance will not be paid out upon an employee's departure from the brand and business.

Actively Cultivating Culture

Culture Coordinator – To ensure a good company culture, where possible, a volunteer will be appointed as our Brand Culture Coordinator. It will be their responsibility to uphold our day-to-day culture, while also taking the lead on organising regular team activities.

We understand that company culture needs to be modelled from the top down to have genuine influence. Managers are encouraged to 'walk the talk' when it comes to implementing values and culture and will be measured/ held accountable to ensure they do this.

Where possible, our workplace culture will therefore be measured by...

Quarterly internal anonymous questionnaires

Employee exit interviews

Reports on progress and changes by our Inclusion committee and brand culture coordinator.

Recruitment

To ensure that we are an equal opportunity employer, we will build a workforce of talented and passionate individuals that reflects the true representation of our community, and we have an inclusive range of views, ideas, and experiences influencing our decision making, we follow the below recruitment process.

When it comes to recruitment we want to identify and select the best talent from the most diverse pool of applicants. When recruiting, we take the following steps for every new hire for a junior or internship position...

For any roles advertised we ensure inclusive language is used and publish our job vacancies and advertisements across a varied range of platforms;

Where possible, we use a range of personnel to review applications, ensuring a range of perspectives are gained on the suitability of applicants;

For management roles, we follow a 'blind review' system which includes reviewing CVs without applicant names to minimise the impacts of unconscious and affinity biases;

Our interviews follow a standardised format and include set questions to ensure comparability across candidates, and are conducted by multiple management partners or senior employees to minimise the impacts of unconscious and affinity biases;

We have a standardised post-interview debrief so that all assessors follow the same framework when assessing and ranking candidates;

We follow up with all unsuccessful interviewed candidates to provide them feedback and transparency on our decision;

Where possible, when employees decide to move or leave the brand and business, they will participate in exit interviews that include questions on inclusion.

Where possible, for more senior roles we may from time to time outsource the recruitment process to an agency who follow our required recruitment guidelines similar to the above.

Engaging with other

When engaging with customers, employees and external stakeholders, the following values guide us...

We engage with dignity – everyone who walks through our doors is valued and deserving of our full attention (delivery drivers, manufacturers, suppliers, lost tourists etc..)

We engage with flexibility in mind – we take the time to understand that some methods of service may not work for all people, and where possible, we ensure that we do our very best to deliver exceptional service that respects and meets all of our guest's needs.

We engage openly – we are receptive to comments and suggestions on how to improve and are proactive in how we implement the changes as we value

Our principles for the improvement and growth...

We use and follow Inclusive language, such as promoting gender inclusive conversational language, empathetic body language and eye contact, and asking for permission to touch or enter someone's personal space

We have zero tolerance for discrimination, racism, homophobia, sexism, ableism or discrimination of any kind. We train all employees to deal with conflict in a way that protects them and their safety

We also encourage an open-door policy for all to feel comfortable when approaching management with issues or concerns.

We are accepting of feedback and value every piece of feedback we receive as it allows us to develop our policies as we grow

Where possible, we train our employees on how to deal with feedback in a way that empathises with the concerns of our wider community in order to solve any arising issues.

We encourage direct communication and feedback from our community that is constructive, clear and honest so we can endeavour to improve and grow.

The House Experience

Hosting our wider community and making them feel welcome starts from the moment that they walk in.

Where possible, our studio and spaces will have implemented practical guidelines around accessibility within the house, such as:

Having accessways, shelves and changing rooms that are suitable for prams, wheelchairs, guide dogs or other assistive devices where necessary.

Child safe displays.

Quiet seating areas for those who need to rest or nurse children.

In order to deliver this, we train and anticipate the needs of our wider community, ensuring that we offer services including but not limited to...

Assistance with carrying items to the car, or offering same day delivery to the home or workplace.

Private appointments for those who want individual service, privacy or a quiet environment as well as an at home service if desired.

Removal of garment tags, safety pins or tailor's tacking on purchases. Intuitively sensing should anyone need assistance with buttons, zips, closures.

Shoplifting Prevention

The traditional methods that retailers use to identify shoplifting feed into unconscious bias and discrimination. We use a behaviour-focused shoplifting policy in our house.

Brand Content & Visual Identity

Brand content and visual identity, refers to all the visual content we produce in house. This can include but is not limited to: content shoots, look books, EDMs, candid BTS content, collateral for Instagram and houseofkholoud.com

All visual content that other people produce where our product (s) are featured. This includes but is not limited to: Instagram collaborators, influencers, publishers, stylists, photographers, editors and ambassadors

Goals & considerations we are implementing include...

Sample sizes – where possible, we are looking to offer a variety of sizes within our sample sets, to ensure talent of all sizes are represented in external imagery.

Inclusion in the workforce behind creative concepts – to ensure there is broad representation in decision making processes. Outside of our direct team, we will ensure diverse representation across creative teams, including photographer, stylist and HMU selection. Consideration of internal and external teams are important to ensure integrity throughout each step of the content and visual storytelling production process.

Continually trying to reaching a wider community – by seeking to form relationships and allies with creatives in the industry who echo our values and offer a refreshing narrative to content creation.

Casting – to ensure diverse talent recruitment, where possible, our casting process is open to anyone regardless of gender, ethnicity, size, disability and sexual orientation.

Influencing others

We recognise the responsibility we have to use our influence as a brand to educate, uplift and empower. We value the intersection between sustainability and the indigenous mindset, as one that is regenerative and does not glorify excess yet rather ensures a harmonious balance and equity between all people and the land.

Where possible, we aim to always lead by example to influence change with the hope that this can result in true equality for all within our industry.

To do this we will, ensure that...

In press features/ media representation, we will question editors/ producers on BIPOC representation

In news features and placements around sustainability, we will make sure to always amplify the conversation of Intersectional Environmentalism as initiated by Leah Thomas.

Building this policy will be a crucial step in ensuring that as we move forward and grow our team from 1, 10, 20 and beyond that it is reflective, representative and inclusive of our diverse global community. These policies will be changed and moulded as both the people and the world around us changes.

We always remain open and grateful for feedback.