

ELOQUII 2020/2021 DE&I Progress Report

Summary: Over the last 12 months we have increased our focus on tangible efforts toward diversity, equity and inclusion at ELOQUII. We are continuing to work toward the commitments we published in the summer of 2020 and are actively working make long-lasting change in our brand, in our communities, and in ourselves.

- **Creating a more inclusive, equitable and diverse workforce and environment for all ELOQUII associates.** To date we have formed a DE&I Team, implemented DE&I hiring best practices and are putting comprehensive training and development programs in place.
- **Elevating, supporting and financially investing in Black creativity and talent.** To date we have launched the Black Creatives Project (July 2020) and became the Founding Sponsor of the Cultivate Award, an initiative that supports and nurtures the next generation of Black Indigenous People of Color designers in the plus-size fashion community.
- **Ensuring continued and ongoing philanthropic investments to support the movement for Black life.** To date, we have made monetary and in some cases also in-kind donations to organizations. However, due to COVID ELOQUII has not yet been able to hold our annual day of service.

Commitment	Details
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Formation of Diversity, Equity, & Inclusion (DE&I) Team

We formed a DE&I team that meets weekly, senior leadership included, to help create a more diverse, equitable and inclusive culture at ELOQUII. The DE&I Team is focusing on bringing education and experiences to the organization about a broad spectrum of diversity, equity, and inclusion topics and issues. They are continuing to work with leadership to ensure that ELOQUII has a DE&I foundation that will support current and future DE&I strategies that will further move the business forward.

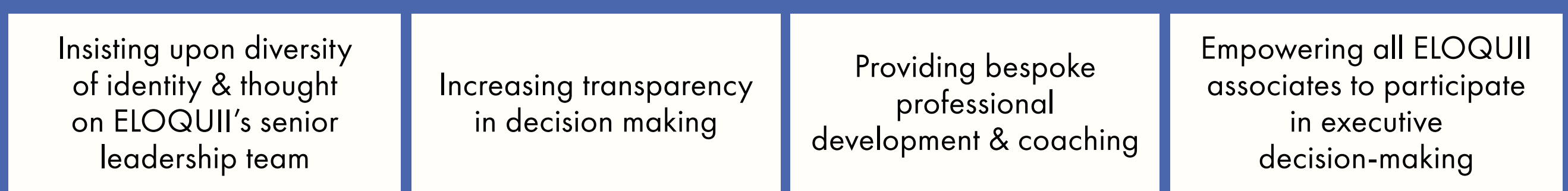
Champion DE&I Best Practices in Hiring

We remain committed to ensuring decision making is shared and that ELOQUII is increasingly diverse and transparent at all levels of the organization. We put in place a best practices framework for future hiring including ensuring new hire candidate slates and interview panels are diverse. For the balance of our fiscal year (ending 1/31/2022), we will only have the opportunity to hire when a vacancy of any current existing associate occurs. To date, we have had 2 positions become vacant and both were filled in accordance with the framework that has been put in place. Additionally, any vacancies that occur will be posted internally first and then externally.

Training & Development Initiative

We have developed a comprehensive training and development strategy to create more opportunities for the career growth and development of our associates. To date we have implemented the mentorship portion of this program and will be rolling out an enhanced skills-based training, career pathing and a leadership development in the coming months. In addition, we have brought diversity of thought into executive decision making by introducing the **Leadership Inclusion Rotation (LIR)** program. The **LIR** program prepares and supports a cohort of associates, across levels, to join the senior leadership team for one fiscal quarter. Additionally, we have several team members participating in a New Leadership Experience co-hort program that began Spring 2021 in partnership with Walmart.

LIR supports our commitment to a more equitable and productive work environment by:



Elevate, Support, & Financially Invest in Black Creativity & Talent

We launched the **Black Creatives Project (BCP)** in July 2020 partnering with influencers with under 20K followers as well as creative professionals including photographers, stylists, hair/make-up artists and graphic designers (see chart below). Due to COVID restrictions we have not been able to work with as many new creative professionals on set. In addition, 67% of models worked with since July 2020 have been BIPOC, in turn powering diversity in our brand imagery. *Learn more or apply to the Black Creative Project (BCP) [here](#).*

In January 2021, we became Founding Sponsor of The Cultivate Award, an initiative that supports and nurtures the next generation of BIPOC designers in the plus-size fashion community. All 3 finalists received cash grants from ELOQUII. The winner will design a capsule collection produced by ELOQUII. *Read more about The Cultivate Award [here](#).*

Black Creatives Project Progress

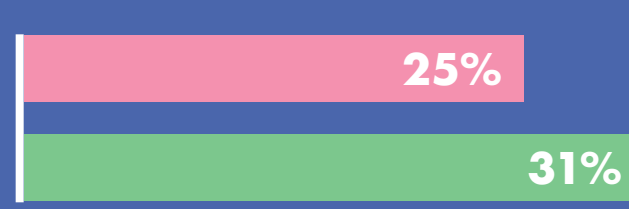
BCP Commitments

Increase our work with Black creative professionals across design and creative production by at least 25%

■ Commitment ■ Progress to Date



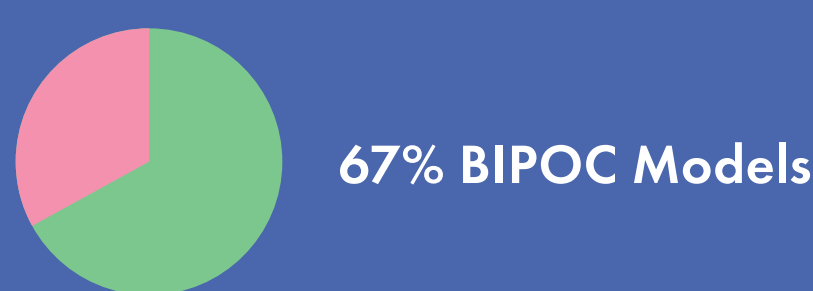
Invest a minimum of 25% of total paid influencer partnerships towards Black micro influencers



Invest a minimum of 50% of total paid influencer partnerships towards Black creators



Models and Imagery



Continued & Ongoing Investments in the Diverse Communities We Serve

ELOQUII has prioritized supporting the movement for Black life by identifying, engaging and investing in organizations whose work is rooted in equity and inclusion. Monetary and in some cases also in-kind donations have been made to the organizations noted below. In addition, ELOQUII associates were provided an opportunity to participate in an MLK Day of Giving that consisted of matched donation per associate. We committed to deepening our connections with local communities by holding an annual day of service for associates to volunteer with an organization furthering diversity, inclusion and equity. Due to COVID ELOQUII has not yet been able to hold our annual day of service.

Push Black, Harlem Education Activities Fund, viBe Theatre Experience, ROX girls & diversity initiatives, Black Lives Matter, Color of Change, NAACP Legal Defense and Educational Fund, Inc., The Movement for Black Lives, Asian Mental Health Collective, National Asian Pacific American Women's Forum (NAPAWF), ThinkChinatown, Asian American Community Services.

ELOQUII remains committed towards creating meaningful change and will keep you, our customers, informed of our Diversity, Equity, and Inclusion efforts along the way. We value your feedback and invite you to share thoughts and ideas at feedback@eloquii.com