



Corporate Social Responsibility & Future Trends

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WILLIAMS-SONOMA

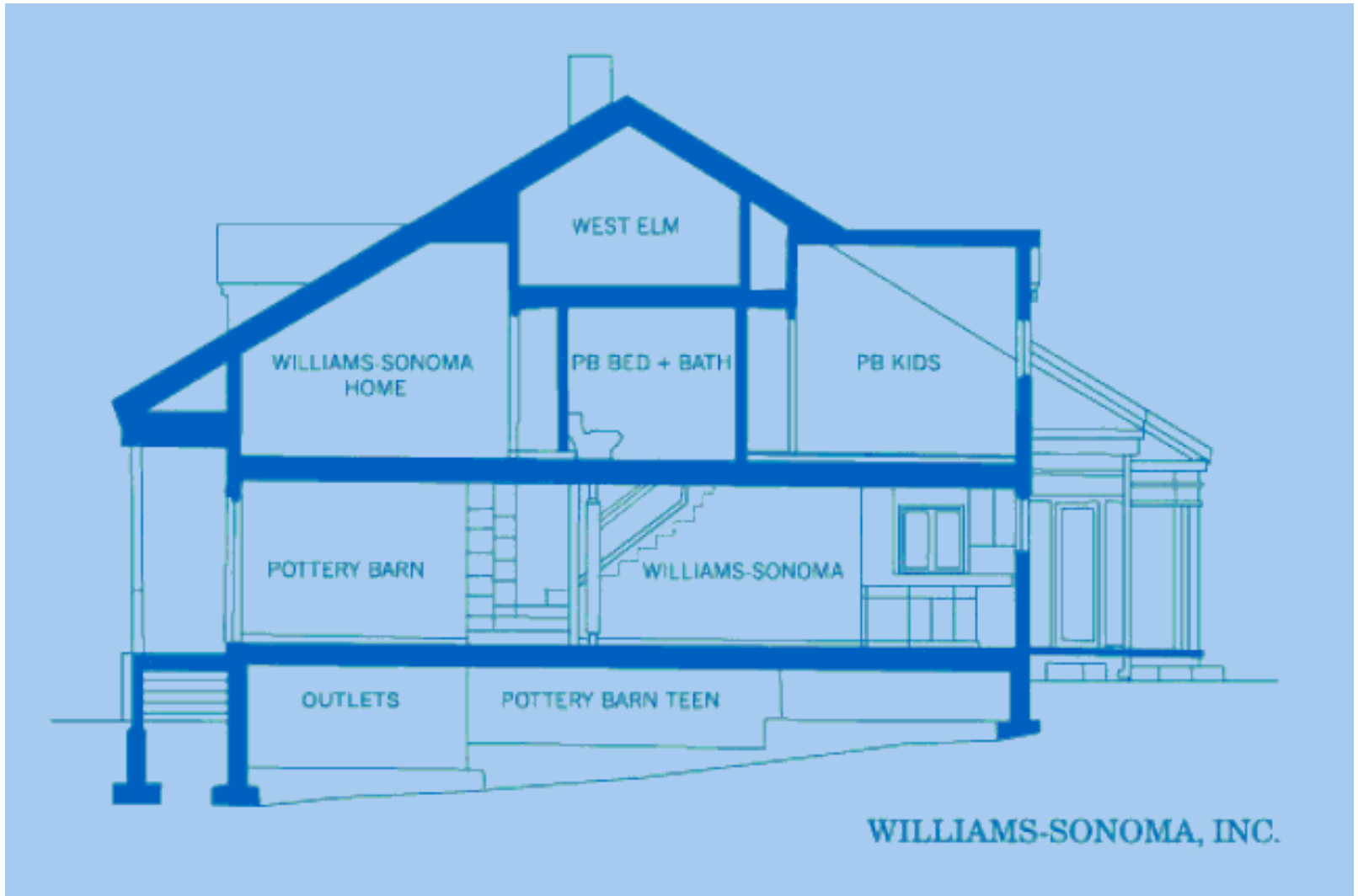
WILLIAMS  SONOMA
HOME

P O T T E R Y B A R N

pottery barn kids

PB
teen

west elm



Quality



Service

Sustainable Development Focus Areas



<u>Natural Resources</u>	<u>Carbon Management</u>	<u>Healthy Home</u>	<u>Production Practices</u>
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Organizational Alignment & Education

Measurement/Reporting

Marketing & Communication



EARTH-FRIENDLY

Bring pure style to every room in your home – from organic bedding and bath in vibrant patterns to upholstery, rugs and accessories made of natural, sustainable, eco-certified or recycled materials.



Green Leaf Customer Segment

1. Fastest growing on the Pottery Barn file
2. Most profitable from a margin standpoint
3. They are 2.5 times more likely to buy than the “sale” customer segment



WILLIAMS-SONOMA

POTTERY BARN

pottery barn kids



pottery barn bed+bath

west elm

