

Culture, History, and Artisanhip in the Context of Global Fashion Business

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Biography

My name is Camila Vizcaino. I am a full time student attending the New York City College of Technology, majoring in Business and Technology of Fashion. Being within this major has helped me understand everything there is to know within the fashion industry for my future career!



Abstract

Fashion is one of the purest forms of art. With culture, history, and artisanship, fashion helps us tell a story about the world we live in. Which is also important to give credit to people, cultures, groups, you name it! Cultural appropriation is something that should be taken into consideration no matter what. This is something that has become normalized when in reality it shouldn't. People do it every day and don't notice. We have to understand, respect, and give credit when credit is due. Many popular clothing brands have been called out for cultural appropriation. Many still continue to be called out. We live in a very diverse world. There has to be a barrier and some sense for people to understand what Culture Appropriation is. Educating one another in order to respect others' culture is something we need to talk about more.

Keywords: Culture, Cultural Appropriation, Art, History, Artisanship

Fashion is one of the purest forms of art. We get to celebrate our own form of individuality through fashion. With culture, history, and artisanship, fashion helps us tell a story about the world we live in. We must not forget that it is important to give credit to people, designs, and cultures. Social Media is the home of fashion, too! We get to see different types of garments designed by aspiring designers and also huge well known designers. Fashion is constantly changing and we get to see it every day.

Culture, history, and artisanship are all the important elements in fashion. Culture is the customs and arts of another social group, while history is the study of past events in human affairs, and artisanship is the skill in a particular craft. As we get to learn more about cultural appropriation in fashion, we will also get to learn about the importance of diversity in fashion!

Cultural Appropriation is the adoption of customs, ideas, and practices of other cultures without giving them any acknowledgement. “While appropriation has been a cog in the fashion machine as long as people have engaged in trade and communicated cross-culturally, it has recently become foregrounded in pop culture and mass media” (Green & Kaser, 2017). This comes to show how many ideas from cultures are taken for the “aesthetic”. Many people confuse Cultural Appropriation with Cultural Appreciation. In this circumstance, there are some who believe they are appreciating one’s culture when it’s really appropriating. Cultural appreciation is defined as someone seeking to understand and learn about another culture in an effort to broaden their perspective and connect with others.

Something that has happened with cultural appropriation is its widespread on social media. Many influencers on youtube, instagram, facebook, etc. have been called out on the issue. Many have apologized and many have stayed quiet because they didn't see the issue with it. Cultural appropriation can mainly be found on instagram. Some examples of cultural appropriation include dance, music, food, makeup, hairstyles, and tattoos.

The reason we should be concerned about cultural appropriation is because the more people see it, the more they'll engage in it. Also, it's to learn about respect. People have to respect others and not be selfish. "In the 1950s, white musicians "invented" rock and roll; however, the musical style was borrowed from black musicians who never received credit" (Cuncic, 2020). Just a reminder that this isn't even the only thing that's been appropriated. Many people don't see it as an issue and would just say "Oh, it's just music". In this case that's NOT the problem!

In this circumstance, Asian Americans, African Americans, Hispanic Americans, and Native Americans are the ones who are fully affected on a daily basis. "While you might not think twice about adopting a style from another culture, such as wearing your hair in cornrows, the non-dominant group has historical experiences that make your actions insensitive to their past and current suffering" (Cunic, 2020). For example, many instagram influencers wear their hair in box braids and cornrows on a daily basis and still don't see the problem. The problem here is they are not being called out on it because of the color of their skin. A person of color can be discriminated against because of their hairstyle that RELATES to THEIR culture. That's the

problem. Many white celebrities/influencers get away with this because it's "trendy" when in reality it's not and it's a part of someone else's culture that has a very VERY important history behind it.

Due to this, we still see it happening on social media, in 2020. Many don't want to comprehend anything, especially since they don't see the "issue" with it. Because of this problem there are many blogs, articles, and social media accounts who expose these individuals appropriating one's culture. The outcome of this issue is understandable because I can understand the anger and frustration of trying to educate others.

If we don't solve this issue, no one will learn. We learn so much false information on the books that ended up being otherwise. Teaching and saying the TRUTH is what's going to make a difference. Having people own up to their mistakes. Learning and educating is the only thing we can do to stop this from happening. Not everyone is going to learn and not everyone is going to agree, but we must teach it for the future generations.

Some possible solutions that can be done is calling people out. Not in a rude way, but in a way where you inform them, respectfully. "Before you "borrow" from a culture, ask yourself a few questions: Is what I'm doing the result of a stereotype? Am I using something sacred to another culture" (Dreher, 2019). That's something very important to grasp. Asking yourself these questions before doing anything. Living in this world you have to respect other people's cultures. Like stated before, we are in a huge "diverse world". Some need to expand and go out into the world more to understand that saying.

To wrap this up, educating and respecting is the number one thing we can all do. Seeing and understanding where things are going and where things are coming from. Either you choose to understand or you don't. We live in a world where everything is different outside of our bubble. There has to be a barrier and some sense for people to understand what Culture Appropriation is. It's not "just braids".. It's history, it's actual suffering, it's meaning behind it all.

Work Cite

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