Research paper

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Hania Gad

Inclusivity in the fashion industry

Inclusivity in the fashion industry has been a constant struggle many fashion and makeup brands have been dealing with. Because brands struggle in achieving full inclusivity in every aspect of their brand or with every new collection.

The fashion industry has made efforts towards inclusivity in recent years, but it still faces challenges in achieving full inclusivity. Over the years the fashion industry has been criticized for the lack of diversity and representation, focusing on the "standard idea of beauty" that excludes everyone else.

However, recently in the past few years there has been a demand for more awareness and inclusivity in the industry. Many fashion brands and designers have made changes to actively promote diversity. This includes hiring models of different ethnic backgrounds, ages and body type in their campaigns and on the runway. Going hand in hand with that is some clothing brands have expanded their size ranges to have a broader range of sizes that could cater to all body shapes and sizes, a brand that has done this wonderfully in Skims, a shape wear brand by kim kardashian that includes every body type and anyone would be able to find something for themselves if they decided to shop there.

Skims 2020 campaign

Inclusivity and diversity is not an easy task to take on, to do it properly. Another brand that attempted to do it but has gotten back lash for it every single time is Benetton and because their slogan is "united colors of benetton" they used to put out these controversial campaigns that didn't necessarily land the way they would. Here are a few examples:

Benetton's campaign 1983
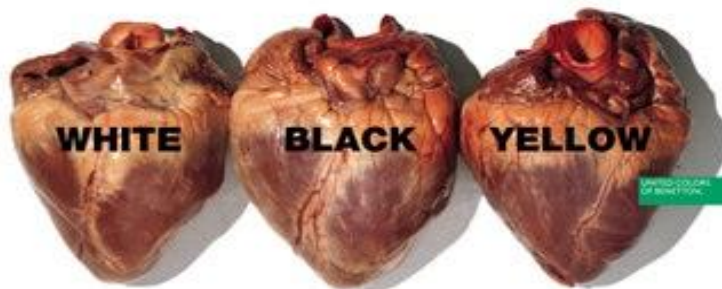
Benetton's campaign 1996

Overall, yes the fashion industry is evolving and taking steps towards more inclusivity, but there is still so much work to be done until it truly embraces and celebrates diversity in all its forms.

The fashion industry and fashion brands should focus and actively work to ensure full inclusivity. Some of those things are representation and diversity, fashion brands should strive to show representation and diversity in their campaigns, runway shows, and products. This includes always having models from different races , shapes and body types, ages and genders. It's important to ensure that representation is not just done once so the audience can forget about a scandal that resulted from lack of inclusivity because some brand will do that after getting into hot water about a situation like this then carry on the way they've always marketed or represented themselves so its important it actually reflects genuine inclusivity.

Another way is size inclusivity brands should expand their size ranges to cater to every body shape and size. Every clothing line should run from xxs to xxl and have a plus size line.

Another idea in achieving full inclusivity is collaborating with minorities/marginalized communities, collaborating with minorities is crucial. Fashion brands can work with activists, organizations, and designers from these communities to get educated on what it's really like, promote their work, and do meaningful collaborations that would touch the hearts of the audience. Lastly and most importantly through Education and Awareness, this involves educating employees, designers, and consumers about the importance of inclusivity, diversity and cultural sensitivity.

Brands can strive to create sustainable and ethically produced clothing that considers the impact on workers and the environment, ensuring fair wages and safe working conditions.

costumer's Feedback, brands should actively listen to consumer feedback and input, engaging with their audience to understand their needs and desires. This can help guide decision-making and lead to more diverse fashion choices.

Fashion has a significant influence on society and culture. By promoting inclusivity, the fashion industry can provide representation and visibility to individuals from diverse backgrounds. Seeing oneself represented in fashion can enhance self-esteem, promote acceptance, and challenge societal beauty standards.

Fashion is a form of self-expression and that's empowering. Inclusive fashion empowers individuals to embrace their individuality and feel confident in their own skin.

Inclusivity challenges and breaks down stereotypes and what we were taught was "normal" by society. And by breaking that it can be proven that beauty comes in all forms and all over the world.

Being inclusive makes sense to one's business as well. The fashion industry has a diverse consumer base with different needs and wants. As much as brands shouldn't view it as a business opportunity, by catering to a broader audience, brands can get into new markets and reach new customer segments, therefore promoting business growth.

Inclusivity is a social responsibility. Fashion brands have the opportunity to change society's views and contribute to making progress. By promoting inclusivity, brands can help build a more accepting society. Inclusivity extends to fair wages, safe working conditions, and the elimination of discriminatory practices within the industry.

Overall, inclusivity in fashion promotes a more inclusive and equitable society, encourages self-expression, challenges stereotypes, and supports business growth. It's an essential step towards creating a fashion industry that reflects and celebrates the diversity of the world we live in.

Inclusivity is also a part of the sustainability spectrum in the fashion industry. Sustainability in fashion goes beyond environmental considerations and encompasses social and ethical aspects as well. Inclusivity is closely linked to social sustainability and plays a crucial role in creating a more sustainable fashion industry.

Inclusive fashion creates a broader consumer base, catering to the diverse needs and wants of consumers. This inclusivity enhances consumer satisfaction and loyalty. By involving consumers from various backgrounds, brands can build lasting relationships.

By embracing diversity and catering to underrepresented communities, brands can get into a new market that hasn't been catered to yet and expand their customer base and drive economic growth. Expanding contributes to the sustainability of fashion businesses.

Another important point that many popular fast fashion brands have been criticized for is fair sourcing of materials, responsible production processes, and making sure that the rights and health of workers are respected. When brands promote ethical supply chain practices, it's beneficial for overall sustainability.

Inclusivity is an essential aspect of the sustainability spectrum in fashion. It addresses social justice, consumer relationships, expansion and ethical supply chain practices. By incorporating inclusivity and sustainability attempts into the fashion industry it can create a more equal and environment friendly future. And It's important to keep in mind that inclusivity should not be a one time thing or a marketing trend but an ongoing occurrence to create a more diverse and equal fashion industry.

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