Topic 2 : Response paper Racism"/bigotry/ignorance/cultural appropriation in the fashion industry

- What are some recent and historical examples of bad behavior from fashion companies? Do you think these companies are truly racist or bigoted or did the incident stem from ignorance more than anything else? What kinds of efforts can fashion companies make in order to become more aware and culturally sensitive? Are there brands already doing a great job of this that can be used an industry examples?

The fashion industry is a tough crowd. It is important to know everything you do for your brand need to be considered with beliefs, values and lifestyles. When creating a brand in the industry everything is very sensitive because the consumers are the ones who makes a connection with your brand. Lately many designers with years of experience in the industry have made a couple of mistakes. Companies like Gucci, Prada and Dolce Gabbana have made headlines with their influence of racism on their clothing. It may not be intentional but the display of their advertisement shows otherwise. In my opinion I can understand both sides of the situation. In a brand you need to discover new content. This is when you need creativity which may include cultural influence. This display your work in a different light but it needs to be used respectively to the culture. But then I can see why people can get offended because their work can easily display their clothing in another way but they choose the more offended way.

Let's start off with Gucci , they created a "black wool balaclava jumper with an oversized collar that pulls over the chin and nose" with the colors being black and the outline of the mouth being red. This was compared to blackface which was an imitation of the color of the African

Americans culture. According to Gucci this was not their intention and this was a powerful learning moment. In this situation I believe this could of been done completely done different. Before a product goes out their is million things that needs to be done like team meetings and brand research. So why is it no one found no problem with this? The one important thing on this garment was the colors. The garment being black and outline of red lips was too precise to be a mistake. I believe if they kept the same style and just had a different colors like pink and blue it would portray a better image.

This was not Gucci first encounter of culture appropriation. They have used indy full turban on the runway in Milan. In my opinion, at first I didn't think this was intentionally but they saw how many critics they were getting and still release the product. The culture of the community standards on turbans symbolizes the sacred religious article of faith. This became offensive because their values and lifestyle was not taking into consideration. In their eyes it looked like a mockery of their cultural. I believe this could work if they used a model from the culture. Yes I agree it is amazing to use things from different cultures and celebrate it but it also needs to be respected. When using the culture into creativity of fashion it needs to be credited to culture itself and not look like it was created by that designer.

In my opinion for brands to become more prepared so they can avoid problems like this they just need to simply research. Anything involve any culture needs to be communicate with that community before taking the step forward. Cultural diversification is very important in the fashion industry but it needs to be influenced and not look like a mockery. A brand is not successful without their consumers so they need to have their insights on things. My suggestion for the brands using cultural things need to involve the precise person who was involved in it and

then from their they can work their way up from it to become more creativity. I honestly don't like to give my words on brands but I believe brands that have been doing a good job would be new designers in the fashion industry. Designer like Virgil Abloh makes a connection with his consumer throughout his work with offending anyone. He use his clothing and his message precisely. He is able to obtain new content every show.

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