

Article: “The Ladies Who Launch: The Rise of the Resistance Socialite”

<https://www.thecut.com/2020/01/lingua-franca-and-the-rise-of-the-resistance-socialite.html>

Thread: Lingua Franca Changing Times and Attitudes!

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By the literal meaning, “Lingua Franca” means a common language shared by a native group of people which is perfect because this is exactly what the lingua franca line is all about! As the buyers of these sweaters all have one thing in common that they all want to see the CHANGE! All of them want to voice their opinion in the form of embroidered statements, be it political, bold or expressive.

Based on the article I read by “The CUT” mad the official Lingua Franca NYC website, I think that the thing that the company cares the most about is not sustainability, which was my first guess, cause in the article on the issue of her status on using plastic bags Hruska MacPherson said, “Going too far the other way — being too careful — isn’t our goal.” So now I think that their main goal is to “use their brand as a platform to inspire change” – as their website states. So yes, bringing a positive “change” in today’s unethical and scary times in other words, supporting the organizations that are helping in making the world a better place to live in is what they care about the most as a company.

Yes, they do engage in fair trade practices and I am aware of this fact as I read this on this quote on their website, “*We’re committed to fair trade, ethical labor practices, and the highest environmental standards.*”

Fair trade has to do with caring about the people and its planet and I feel that Lingua Franca is doing both fairly good! “*We’re proud to pay our embroiderers, all local women in NYC, a living wage*”, as they pay more than the minimum wage \$15 to their embroiderers, so in this way they are caring about their workers (people) also, they are giving a positive message from their sweaters so in this way also they are helping change people’s mindsets. They care about the planet too as their website states that, they are committed to “the highest environmental standards and they are a sustainably – sourced line”. The only issue I noticed was with their suppliers who used plastic bags, so to fix that issue what they can do is use “eco bags” instead like they can reuse them instead of throwing them away and hence creating less debris for our planet.