

Cultural Appropriation of Fashion Industry

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### Abstract

Cultural appropriation is not a new thing in the fashion industry, but it is the most controversial. For the understanding of cultural appropriation, people always have a wrong understanding. Culture is not like tea, pasta and the like can be shared in different cultural environments. This is an exchange. The occupation of culture will cause some people to feel violated. But at the same time, designers will use culture to design clothes. Jewelry may also be a tribute to this culture or even want to revive this culture, and thus use the fashion industry to complete. Therefore, when "borrowing" a culture, you should first understand the historical background of the culture so as not to arouse the resentment of some people.

*Keyword:* Cultural appropriation, Understanding, Borrowing, Cultural

Cultural Appropriation of Fashion Industry

Cultural exclusive rights refer to certain elements of another culture that are not agreed to by another culture. This is a controversial topic. For a long time, designers have drawn inspiration from various cultures. The fashion industry can often find some cultural elements as a reinterpretation of the designer's understanding of a certain culture. Some people think that inappropriate "borrowing" culture is disrespect for culture, but it does not mean that everyone is misappropriating culture. Perhaps the designer is just an appreciation of a culture. There is a thin line between appreciation and appropriation, and everyone explains our cultural identity in different ways.



Figure 1 : some people think that cultural appropriation in pop culture is blanketed racism

It is important to understand, however, that there is a difference between appreciation and appropriation. Appreciation is when someone seeks to broaden their perspective and connect with others cross-culturally.

Appropriation on the other hand

Appropriation could mean of purchasing a piece of jewelry or clothing that may have

important cultural significance to that culture, but simply using it as an It may be taking a photo of a ritual ceremony simply for the sake of getting as many likes on Facebook as possible. Regardless, taking a part of another culture without understanding what it truly means can be harmful not only to those whose culture You are using but also to those with whom you share it. (Greenheart Club, 2015) is not a mistake for cultural appropriation because everyone Being are times when it's encouraged to try something from a different culture. Being invited to an Indian wedding where the hosts are cool with you wearing

traditional clothing is not cultural appropriation. You're invited to take part by people from that culture. So, the all-important ideas of dominance and oppression don't exist here, which is what makes cultural appropriation a big deal in the first place. (Why cultural appropriation isn't Cool, 2019) Some people think that culture is their belief and cannot be defiled, so they resist their culture being violated or borrowed.

Different people will have different ideas, and some people will think that culture will be "borrowed" will be their glory, because the culture is borrowed is equivalent to carrying forward their culture. The fashion separates into generalized historical eras: China of the imperial dynasties, China the new republic, and the "cultural revolution". In the basement, a dark gallery lined with mirrors echoes with clips from Bernardo Bertolucci's 1987 film *The Last Emperor*, leading to a display of one of Emperor Puyi's yellow robes on loan from the Palace Museum in Beijing. The historical display is juxtaposed with a yellow silk dress by

John Galliano and a Tom Ford evening gown emblazoned with dragons. (Dosh, 2015) In the fashion industry in recent years, there have been many designs of Chinese elements. Although China has not fallen before, in the eyes of the Chinese, it is a glorious thing for Chinese elements to flow into foreign



Figure 2: U.S. pop star Rihanna attends the Met Gala in New York City on May 4 in a gown designed by Chinese fashion designer Guo Pei (XINHUA/AFP)

countries. Because they feel that it is a very proud thing to spread Chinese culture to the rest of the world.

### Why cultural appropriation is important ?

For the fashion industry, the use of other cultures is very common, and culturally exclusive news is difficult to distinguish. This is an indispensable part of fashion that has developed from the beginning.

It is widely believed that the use of other cultural images is an expression of cross-cultural creativity, cross-cultural communication, and even an appreciation of cultural diversity. However, the use of certain cultural symbols to create fashion may not always be appropriate, which means that recognized cultural appreciation may be culturally specific. It draws a line between cultural appreciation and the concept of cultural property. Controversial cultural infringement involves stereotypes and simplifications of culture, cultural domination and even violations of cultural intellectual property. (Shaoren, 2018)

There are various cultures in all aspects of life, such as Asian cuisine, Spanish songs, and even other languages. These are the cultures of various other countries or regions that you have to come into contact within your life. This is not stealing, nor offensive, it is just appreciating! In this modern multi-ethnic, multicultural world, how to draw something from other cultures rather than borrowing things from other cultures. Fashion has always been borrowed from other countries. The Soviet Russians tried the American dinner culture of the 1950s (Kat Clinch, 2013). All fashions were just old styles, patterns and shapes reborn. This is a transformation of the thoughts and culture of others. If everyone sticks to their own



Figure 3: different people would like to wear different cultures clothing

culture, then everyone will be dressed up as a cultural stereotype. It is only when it is ridiculed, satirized or deliberately disrespected, that is the true disrespect for culture.

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