



Cultural Appropriation of Fashion Industry

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What is Cultural Appropriation?

- Cultural appropriation is the act of taking or using things that are not from your own culture.
- Cultural appropriation often includes a lack of respect or understanding for the culture being appropriated.
- For the fashion industry, the use of other cultures is very common, and this is an indispensable part of fashion that has developed from the beginning.



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

Cases of Cultural Appropriation in Fashion



Figure 2: Gigi Hadid in dreads for Marc Jacobs, Gucci models in Sikh-style turbans, Victoria's Secret angels in Native American headdresses.

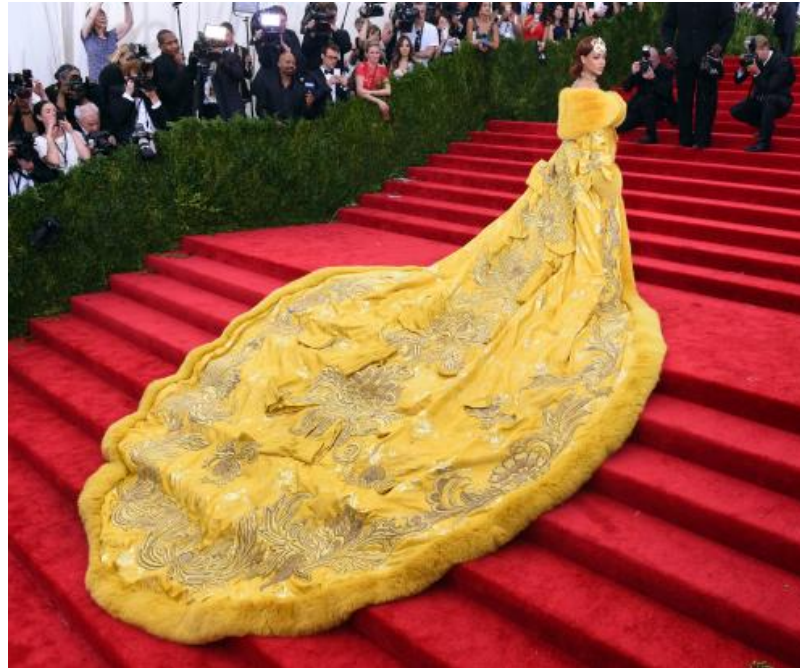


Figure 3: U.S. pop star Rihanna attends the Met Gala in New York City on May 4 in a gown designed by Chinese fashion designer Guo Pei (XINHUA/AFP)



Figure 4: different people would like to wear different cultures clothing

Impact on the Fashion Industry

For the fashion industry, speed is important. Ultimately it is difficult to maintain styles, so designers need to always update styles and designs to meet consumer needs.

Various reasons make designers want to draw inspiration from various cultures, and the cultural appropriation in the fashion industry will not disappear.

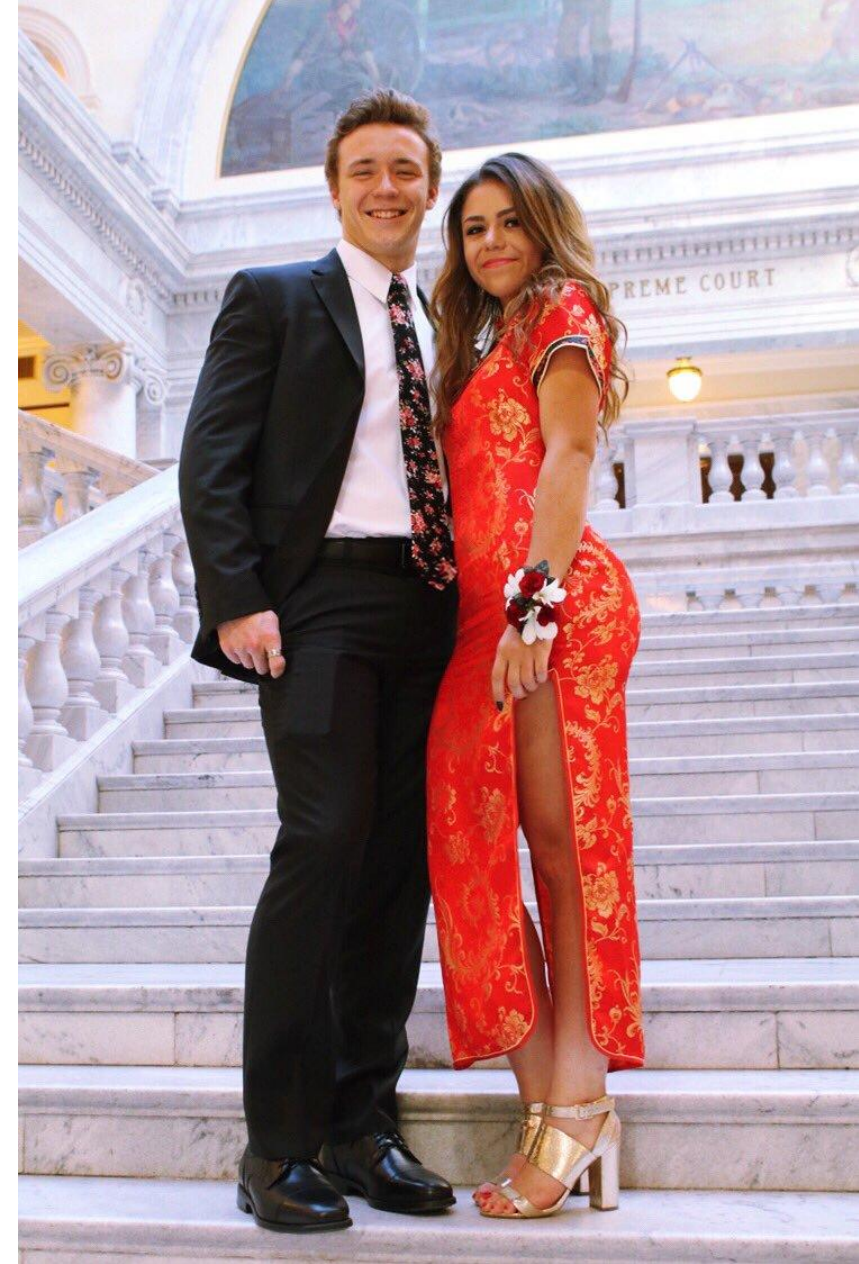


Figure 5: An American woman wearing a Chinese dress is not cultural appropriation



Impact on Consumers

Different cultural groups, national cultures, religious beliefs, and different ethnic cultural backgrounds may lead to different consumption habits, and purchase behaviors are also different.

Cultural appropriation also affects the purchase of consumers. There are different cultures among many consumers and the culture that the designer “draws” when designing must also violate a certain part of the consumers. Consumers will not buy products that violate their own culture.

Figure 6: Jacket designed by Indigenous fashion designer, Angela

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