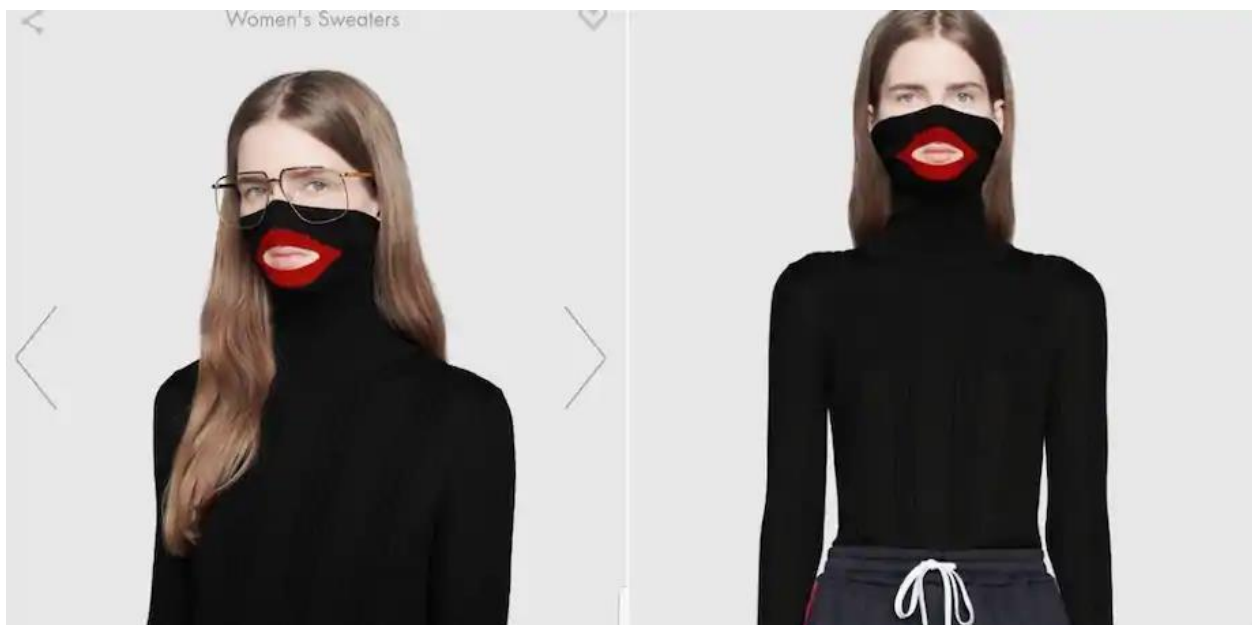


Fashion can be influential but, also cause controversy. One fashion design did just that, Gucci's wool Balaclava jumper also known as the "blackface sweater" which was featured in their Fall/Winter 2018 collection. For those who do not know "blackface" is what was used by white people to make a mockery of African Americans by using makeup and took place during the 19<sup>th</sup> century. Everything about this design is unacceptable from the model's skin color to the turtleneck covering the mouth, and the black and red colors that were used. The red part around the model's lips is distasteful. This design had a negative impact on fashion and many people found the design "racist" and "offensive." Even, rapper T.I boycotted the brand and suggested everyone to do the same. In the end, Gucci issued an apology by saying they removed the design from their store, and they consider diversity. Their sales also were not affected that much. Personally, I do not think there is any excuse for this "mistake" but let us hope Gucci learns from this and does better in the future.



### References

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