IS FASHION LIVING UP TO ITS BLM PROMISES? After the murder of George Floyd in May WHERE IS THE MONEY? WHAT DID BRANDS SAY IN 2020? Forbes, 2021 2020 and the wave of Black Lives Matter With a combined market value of almost \$880bn, the five largest apparel Many players in the fashion industry aligned themselves publicly protests that followed, many fashion brands companies in the world have significant power to set the tone of the industry with Black Lives Matter after George Floyd's murder. Some made of global garment lengthy statements with action plans, while others simply posted made statements in support of the global workers are women Annual salesProfit the image of a black square on their social media accounts. anti-racism campaign. Well over a year on, do The most commonly used words and phrases in statements by | LVMH (France) brands owned by the world's five largest apparel companies give the numbers show that there's been any real a useful insight into what message the industry wanted to send change in the industry? \$51bn \$5bn JUDGING THE INDUSTRY BY ITS COVERS *NYT*, 2021 Top fashion publications featuring Black cover models in issues published 90% between September 2020 and February 2021 Nike (US) Against racism \$212bn Covers featuring Number of issues Discrimination Black models \$39bn of the world's clothing is produced in low- and Committed \$3bn middle-income countries Black community American Vogue For equality \$36bn Health, 2018 People Systemic | Kering (France) blacklivesmatter \$95bn Elle UK Lives matter Committed to \$15bn **United States** \$3bn \$34bn InStyle | Inditex (Spain) \$106bn \$23bn British Vogue \$1bn \$32bn American Harper's | Fast Retailing (Japan) \$85bn \$19bn French Vogue \$900m \$24bn WALKING THE WALK Proportion of people of colour in the total number of models working at the big four fashion weeks before and after George Floyd's murder Autumn/winter 2020 season (February-March 2020) Spring/summer 2021 season (September 2020) New York 43.6% 43.8% **52**% London Paris -39.3% 38.9%

The Fashion Spot, 2020

35.6%

41.3%

36.6%

40.6%

Milan

Overall

is the average monthly

wage of a worker in the

global garment industry

European