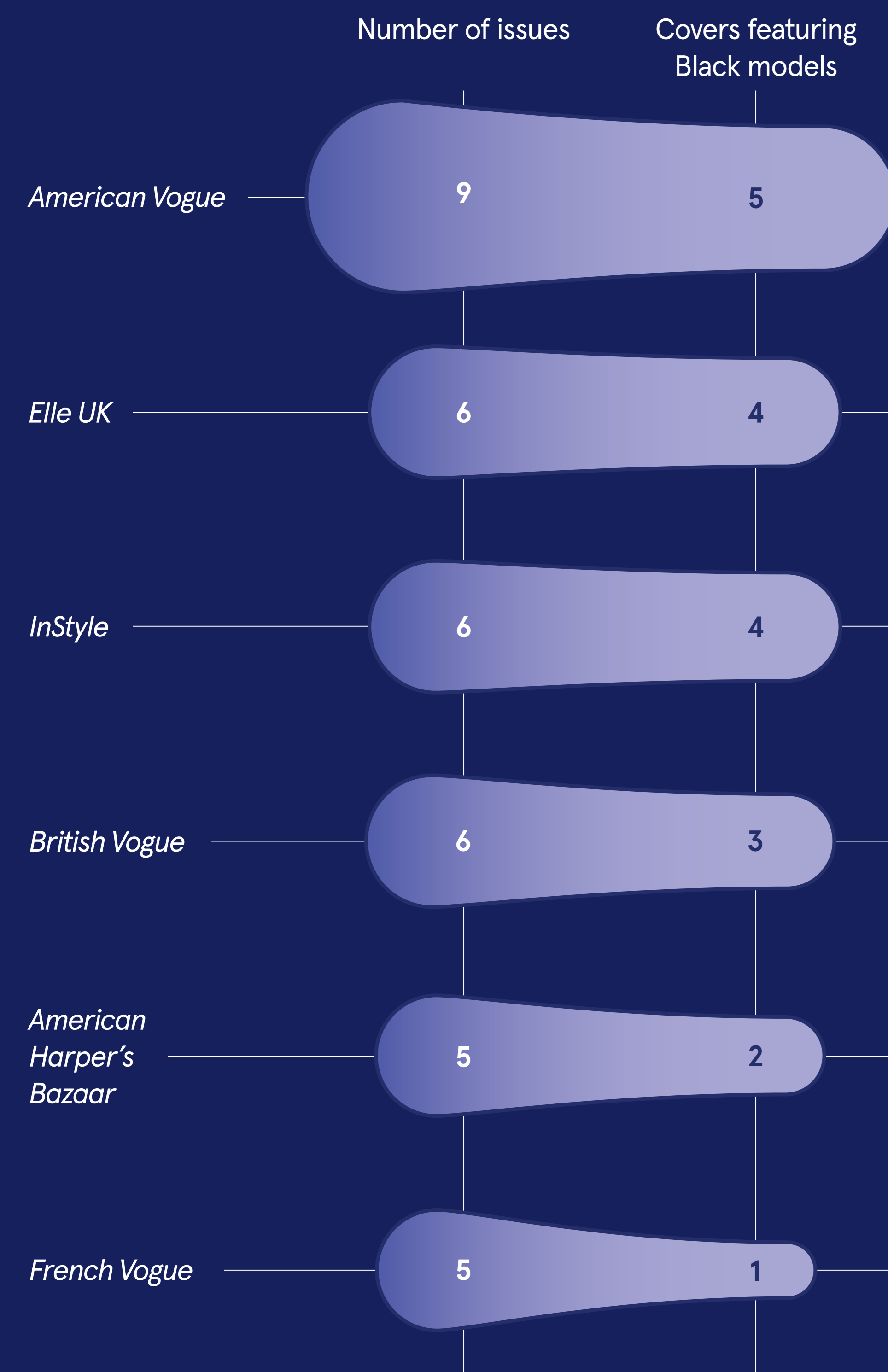


IS FASHION LIVING UP TO ITS BLM PROMISES?

After the murder of George Floyd in May 2020 and the wave of Black Lives Matter protests that followed, many fashion brands made statements in support of the global anti-racism campaign. Well over a year on, do the numbers show that there's been any real change in the industry?

JUDGING THE INDUSTRY BY ITS COVERS

Top fashion publications featuring Black cover models in issues published between September 2020 and February 2021

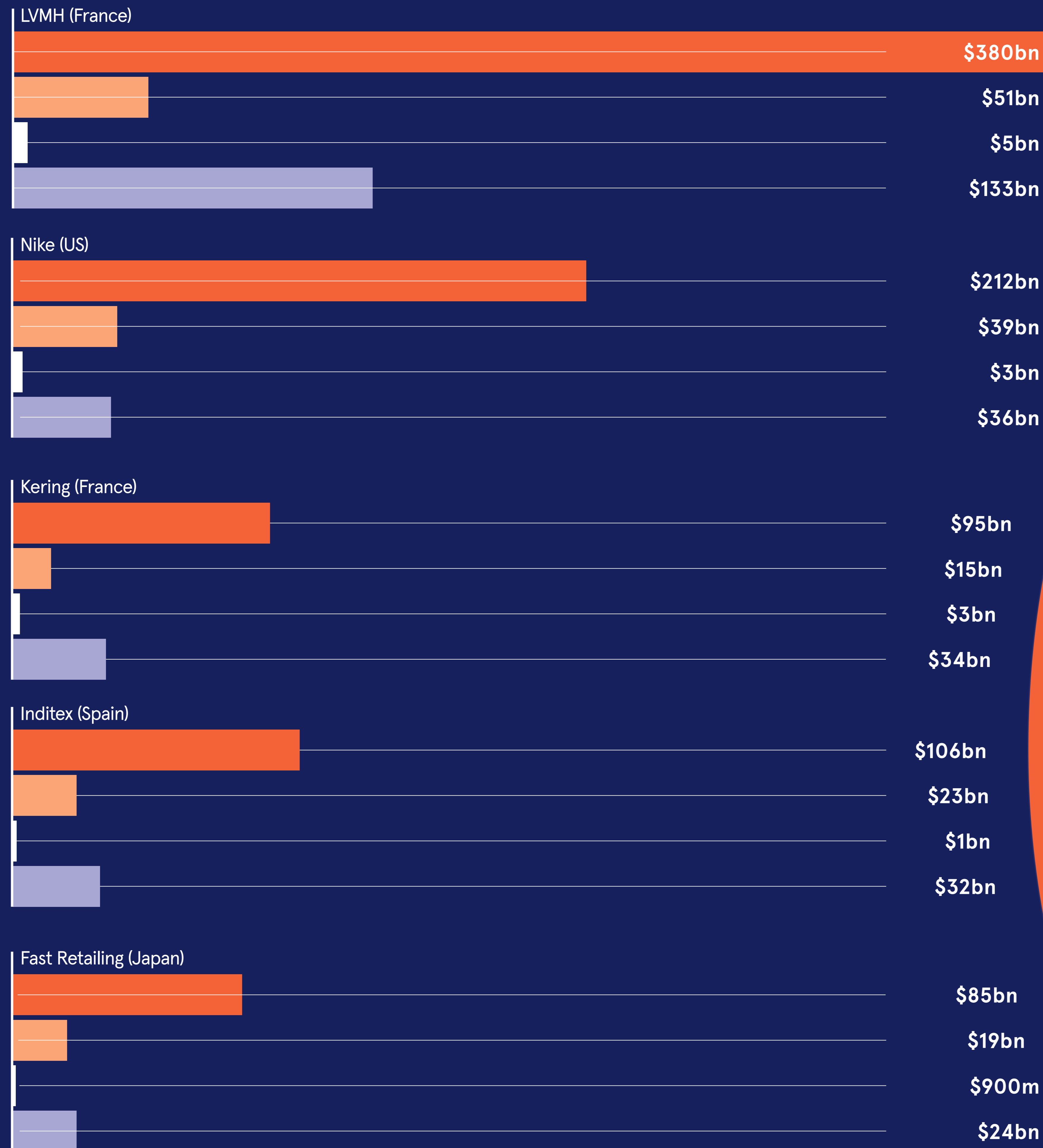


WHERE IS THE MONEY?

Forbes, 2021

With a combined market value of almost \$880bn, the five largest apparel companies in the world have significant power to set the tone of the industry

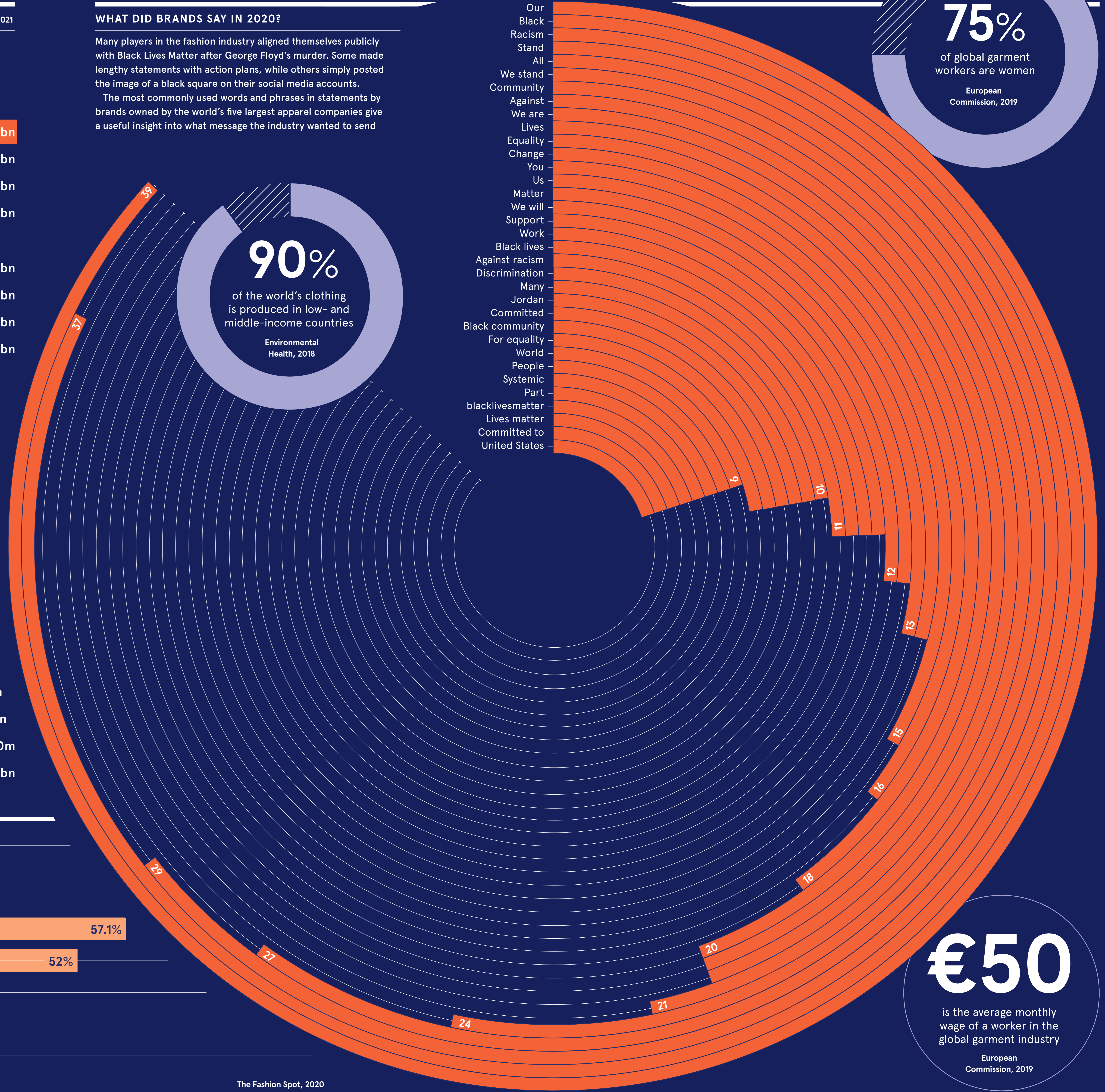
Market value Annual sales Profit Assets



WHAT DID BRANDS SAY IN 2020?

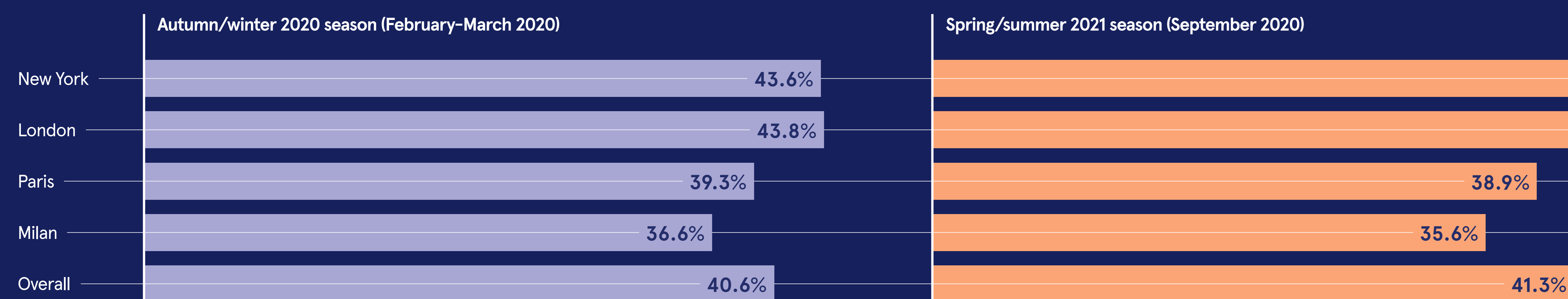
Many players in the fashion industry aligned themselves publicly with Black Lives Matter after George Floyd's murder. Some made lengthy statements with action plans, while others simply posted the image of a black square on their social media accounts.

The most commonly used words and phrases in statements by brands owned by the world's five largest apparel companies give a useful insight into what message the industry wanted to send



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



The Fashion Spot, 2020