

# “Is there any sense of duty in the fashion world?”

The question is whether or not hypocrisy is accepted by the clientele.

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It was the “Alexander Wang’s Romantic Return to New York” headline for me 🙄

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Remember when folks were up in arms about Stefano Gabbana? It’s sweet that anyone still expects accountability, when shame died in 2016.

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Photo credit: Instagram: @diet\_prada

Like other industries and professions, the fashion industry is closely entangled with people in terms of production, shows, and consumers. As such, it is not immune to disagreements, conflicts, and scandals.

Some of the most well-known individuals and businesses in this field have dealt with or are dealing with a variety of big and small scandals, including claims of sexual harassment, cultural appropriation, plagiarism, and a more recent issue: environmental pollution and environmental degradation. We can all remember the scandals, beginning with Nike’s use of child labour in the early 2000s and, in actuality, the brand Alexander Wang in 2020.

The industry's reputation has been repeatedly tested over the course of its existence. Although some may assert that consumers are being hypocritical by holding these companies accountable and engaging in a boycott on Instagram, eventually sales may rebound, if not even increase. It's common to advertise bad advertising. And this can lead to a turnaround: rather than seeing a decline in sales, the brand experiences growth.

The truth is that the fashion industry performs best at avoiding accountability for its mistakes. Furthermore, they got so-called bonuses in the form of higher sales as a result of their mistakes, blundering, and outrageousness. Take into account the example of Alexander Wang. Numerous models and business people have accused the designer of sexual harassment and assault, but his brand is still active, successful, and it even takes part in New York Fashion Week in spite of these claims.

This implies that if the fashion industry is profitable, both consumers and the top executives can "turn a blind eye" to scandals. Everything is determined by money. In fact, Wang's brand continued to participate in the event calendar as of February 2023, despite the ongoing opposition and outrage of social media users. However, these are only social media users' protests, which is why we are still reminded of this brand today.

To continue Wang's theme, it's incredible that people support predators in the fashion industry. Standing ovations were given when his collection was displayed during Fashion Week. What exactly is it—the absurd theatre or the absurdity of the theatre? No! This is the truth! This begs the question: Why does the fashion industry seem immune to the effects of his actions? When a scandal works in your favour—when it serves as an advertisement or a sale—maybe you're using this outrage as part of a crafty scheme to draw more attention to yourself.

Why do consumers continue to buy these products despite scandals and controversies? One answer is that consumer demand drives the fashion industry. Despite the outrage that these scandals can generate, many consumers still choose to purchase goods from these brands because they appreciate the prestige, design, or quality they bring.

Customers frequently struggle to find alternatives that offer the same level of appeal, so even if they disagree with a brand's business practises, they might not want to give up their favourite fashionable goods or cosy, familiar items.

The mod's processing speed should also be taken into account. In this industry, trends come and go quickly, and companies linked to scandals can easily switch to the newest trend. Even negative customer reviews can sometimes lead to brand-new trends, ideas, and currents that a business can use to grow and draw in more clients. The duration of the public's attention span is short, and after the initial shock wears off, it can be challenging for people to maintain their rage and hold these brands accountable.

We forgive a lot, if not everything, for those we care about, so it could simply be a psychological phenomenon. For them, we'll always come up with an explanation. Of course, it's also important to remember that no two scandals are alike. In contrast, scandals in the fashion industry may seem relatively minor, causing only a brief spike in social media activity before the industry moves on.



Photo credit: Vogue Runaway

Another example is the Dior scandal, which took place in 2022 on Instagram between some users amid Russia's conflict with Ukraine. Dior created a collection with Russian birches as the background, implying support for this nation's aggression in Ukraine at a time when almost the entire world is in favour of Ukraine.

Yes, there were Instagram posts expressing outrage. Yes, but it's only been a few days, and Dior's ten-year love hasn't changed at all. Women are still wearing Dior in Ukraine today, despite the ongoing conflict.

It is ultimately complex to talk about responsibility in the fashion industry. Despite the fact that consumers can quickly voice their outrage on social media, the industry as a whole appears to be resisting true change. The industry won't be motivated to change as long as consumers continue to purchase trendy goods. We are all very resistant to change.

We can only be forced to change by extremely harsh and possibly radical facts, scandals, and reasons. "Punishment" methods If other methods fail, such as the amputation of a non-functioning organ or the opening of an abscess in medicine, the fashion industry is unlikely to use them in the near future. It's unclear if this is caused by power dynamics or sector operations.

To actually change the industry, more may be required than a boycott or a few angry Instagram posts. Therefore, the fashion industry should be held accountable and responsible like all other professions. While consumers often treat fashion brands with more respect and understanding than other professions, this does not mean they should be exempt from criticism or punishment for their wrongdoings.

Customers should expect more from brands and hold them accountable when they fail. First and foremost, consumers determine the future of brands. Collaboration is the only way to make fashion more ethical and sustainable. Cooperation also requires strict quality control, constructive criticism, the rejection of subpar products, the demand for the best items—possibly one-of-a-kind and timeless pieces—and no harm to the environment, no child labour, no sexual harassment, no ecological pollution, no harm to people or the planet, and no harm to any of these.

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