

APPAREL AND ACCESSORIES

Fashion brands march with women via social media

January 23, 2017



Katy Perry in Moschino at the Women's March

By STAFF REPORTS

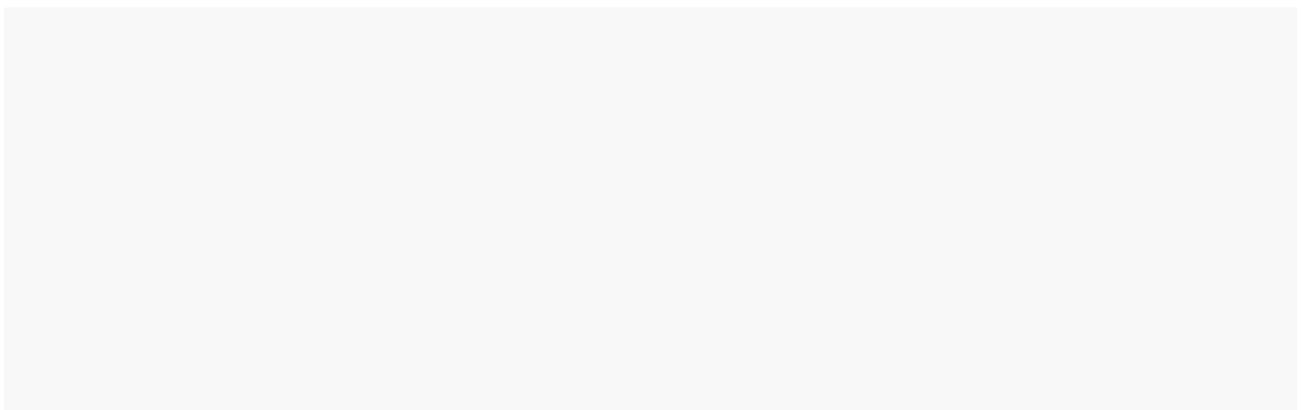
Political statements were in fashion this past weekend as brands showed their support for those participating in the global Women's March.

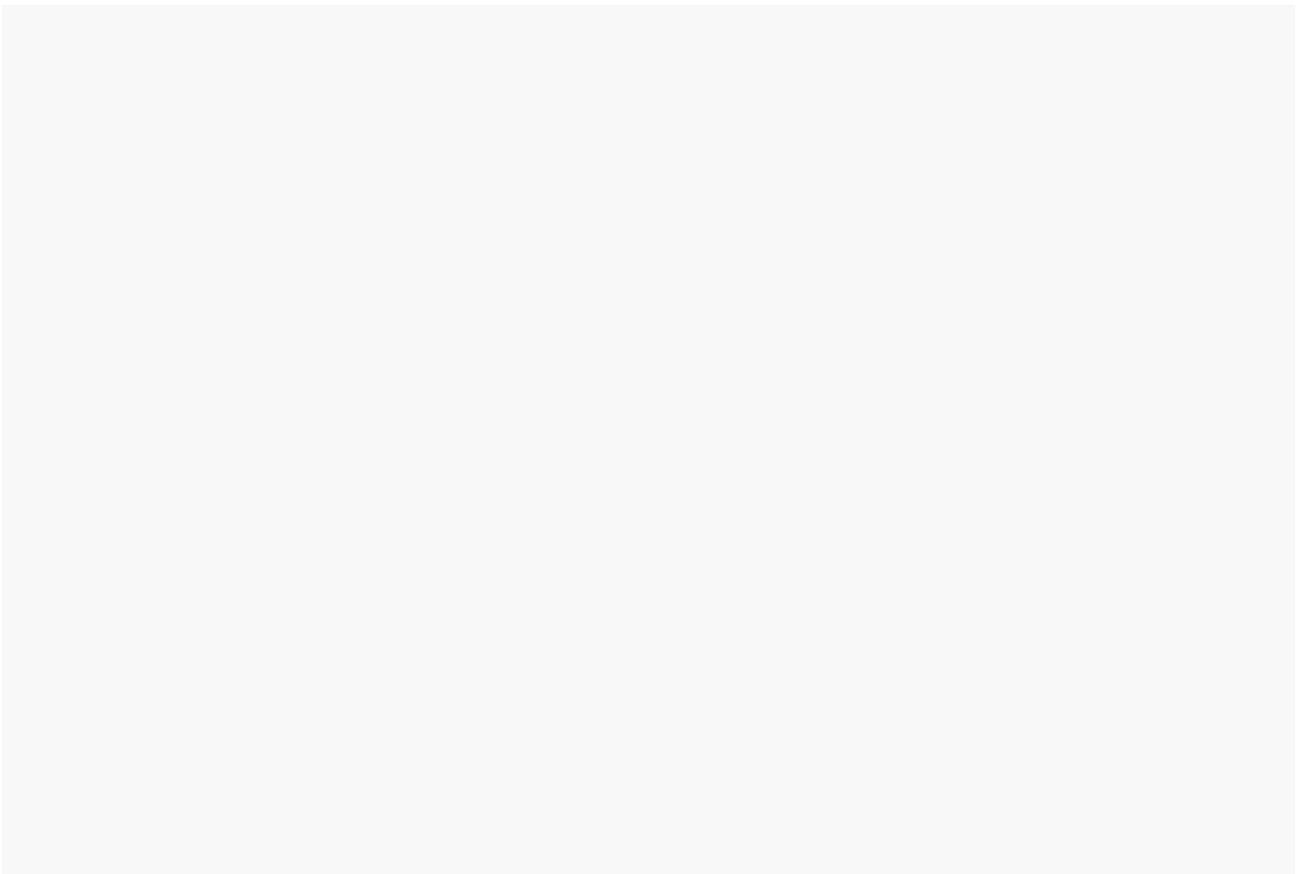
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Whether labels were personally involved in the rally or mere sideline viewers, a number of those in the fashion community publicly aligned themselves with the Jan. 21 event that gathered millions to persuade the new U.S. administration to protect women's rights. While taking a stand can bring brands closer to consumers with shared views, using marketing channels to broadcast politically tinged messages can be a turn off to some.

March messaging

Taking an active role in the movement, the Gucci-founded organization Chime for Change participated in the Women's March in Washington alongside its partner Global Citizen. Chime for Change managing director Mariane Pearl gave a speech at the event, an excerpt of which was shared by the brand.



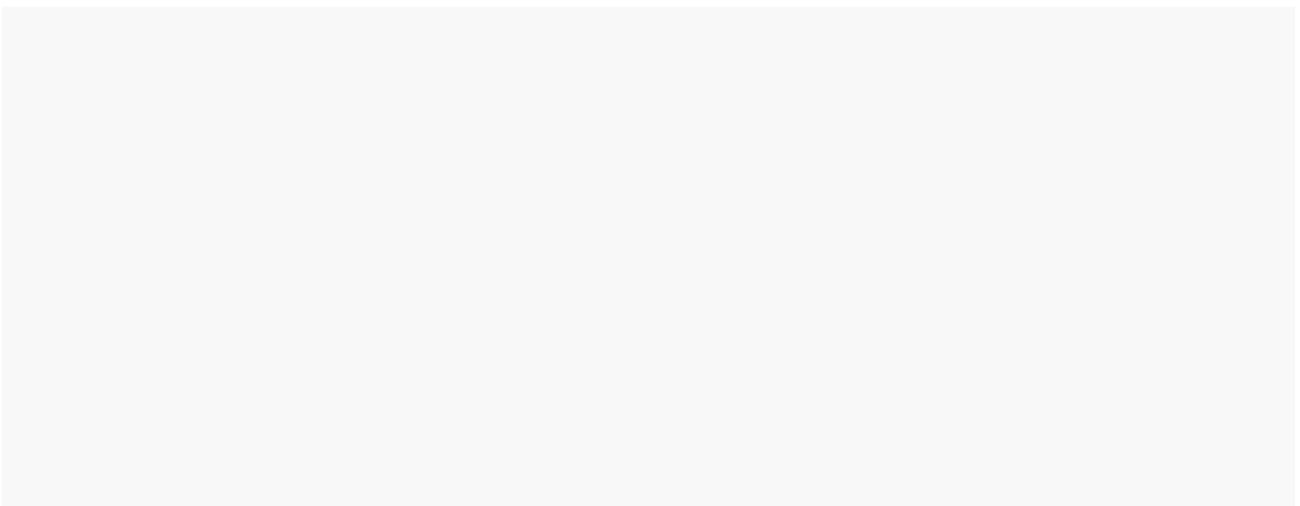


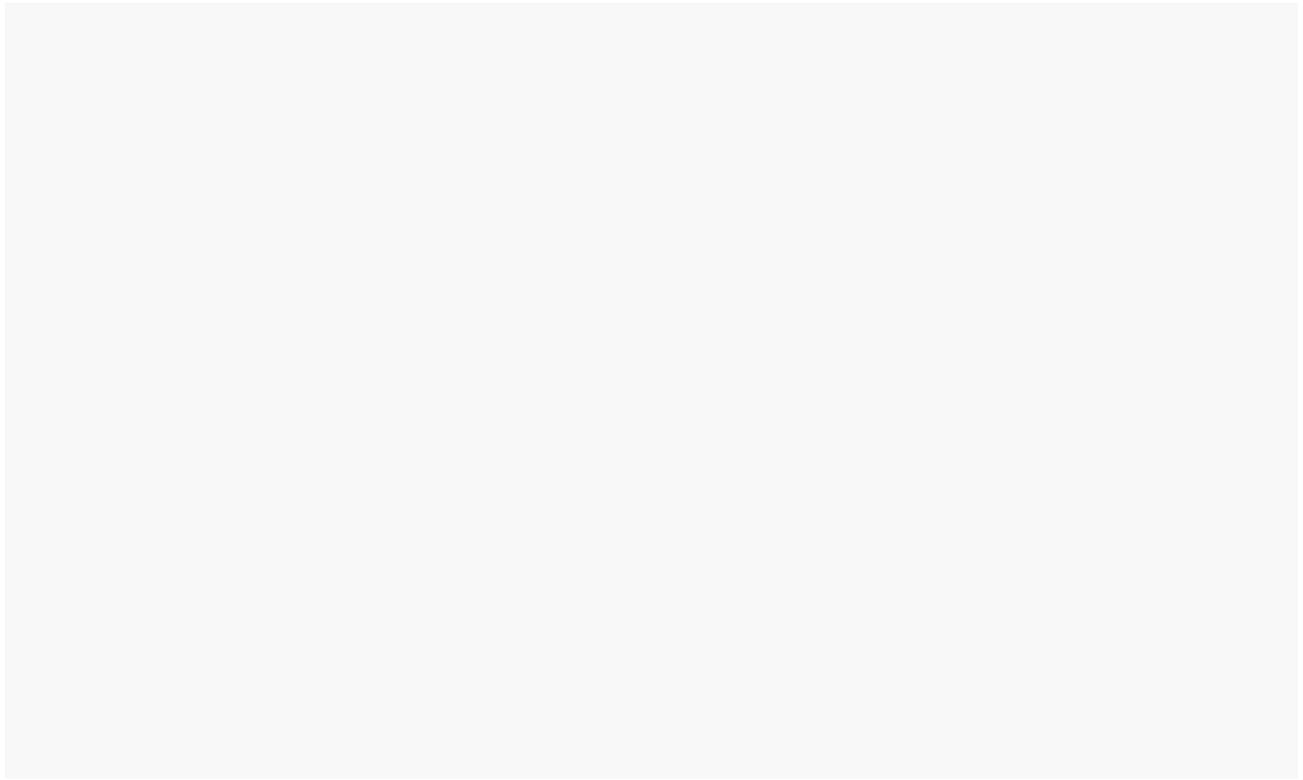
"We will walk together in Washington and all over the world but each woman will matter even more than the whole. Because chances are that in the quiet of her life, she is exerting the qualities that are required to be that single match that can light a place that has been plunged in darkness for centuries." An excerpt from @ChimeForChange's managing editor Mariane Pearl's speech from the #WomensMarch in Washington yesterday with @glblctzn. #Gucci founded the #ChimeForChange movement with @kering_official in 2013 to empower women and girls. #AlwaysMarching

A photo posted by Gucci (@gucci) on Jan 22, 2017 at 7:21am PST

Barneys shared an image of a crowd taken by photographer Daniela Spector, captioning it, "Stronger together." The retailer has been a proponent of female equality, working with The Girls' Lounge to mark International Day of the Girl and International Women's Day ([see story](#)).

Stella McCartney also shared a photo from the march, allowing a woman's sign to say everything.





#WomensMarch

A photo posted by Stella McCartney (@stellamccartney) on Jan 21, 2017 at 7:05am PST

Taking a different approach, Marc Jacobs posted a black-and-white picture of the late Kurt Cobain posing in front of a marquee bearing the words, "Men don't protect you anymore."

Moschino shared photos of Katy Perry and Janelle Monae at the march in Washington.

While some comments thanked brands for lending their platform, others criticized the posts for being too political or voiced their dissent towards the rally itself. Some commenters even said that they would be unfollowing the brand in question.

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