

APPAREL AND ACCESSORIES

## CFDA mobilizes fashion in support of ACLU

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*DVF's fall/winter 2017 campaign. The designer is one of the participating labels in the CFDA's campaign. Image credit: DVF*

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By STAFF REPORTS

The Council of Fashion Designers of America is urging its members to be a force in the fight against bigotry and hatred in the United States.

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Ahead of New York Fashion Week in September, the organization is teaming up with the American Civil Liberties Union to distribute a specially created accessory: a blue lapel pin. In recent seasons, the CFDA has mobilized its more than 500 members to take on causes on the fashion week stage.

Fashion for a cause

The CFDA's effort is aimed at spreading the message that racism and hate do not have a place in the U.S.'s democracy. To this end, the organization is working with the ACLU, which focuses primarily on gaining equality for communities such as minorities, women, LGBT individuals and immigrants.

Together, the CFDA and the ACLU designed a pin featuring "ACLU" and "NYFW" inscribed on a blue ribbon.

These ribbons will be distributed to participating designers including Diane von Furstenberg, Derek Lam, Pabul Gurung, Monse and Public School.



*The CFDA x ACLU ribbon. Image credit: CFDA*

"We want to be on the front line, not the sidelines, to boldly fight to protect our precious rights and freedoms, which has taken on a renewed urgency after the heart-wrenching events of Charlottesville," said Steven Kolb, president and CEO of CFDA, in a statement. "Our goal is to actively support concrete work that will move our country meaningfully forward.

"The ACLU is doing that critical work."

Along with seeking selfies with the ribbons with the hashtags #StandWithACLU and #FashionForACLU, the campaign also gives attendees the chance to donate as they travel.

Lyft will be donating \$5 of every ride to a New York Fashion Week event booked with the code FashionStands to the ACLU. The ridesharing company will give up to \$10,000 to the organization.

In February, the CFDA took on another issue, with the launch of its "Fashion Stands With Planned Parenthood" campaign, aiming to prevent the defunding of the organization.

Pink pins designed by The Creative Group, Cond Nast, were given to designers, PR agencies, modeling agencies, influencers, press and other participants. Additionally, CFDA member Tracy Reese prompted designers to wear a pin on their final walk, accessorize at least one look with the pin and give the button to front row attendees ([see story](#)).

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