

RETAIL

Moda Operandi spurs midterm voting with fashion statements

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Tory Burch wearing her design for Rock the Vote. Image credit: Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi is urging U.S. consumers to vote in the upcoming November elections with help from more than a dozen local fashion labels.

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Thirteen designers, including Carolina Herrera and Tory Burch, have created nonpartisan T-shirts for Rock the Vote, which will be sold via a limited-edition trunkshow on Moda Operandi. While luxury brands have often avoided taking political sides for fear of alienating those on the opposing side, this effort allows fashion labels to support civic duty without offense.

"It is incredibly important to ensure your voice is heard not only during the primary elections, but throughout the entire election cycle," said Lauren Santo Domingo, cofounder and chief brand officer at Moda Operandi, in a statement. "With midterm elections around the corner, we felt the timing was just as relevant to launch a campaign focused on voter awareness.

"We are thrilled to partner with Rock the Vote on this initiative as we admire their tenacity to engage with younger voters to ensure their voice is heard," she said. "Voting is a privilege and right, and all Americans have a duty to participate. We hope this program encourages just that amongst the fashion crowd and beyond."

Mobilizing for the midterms

Moda Operandi's Rock the Vote collection debuted on its Web site on Sept. 10. The T-shirts for men and women include imagery or lettering aimed at inspiring citizens to cast their ballot.



Carolina Herrera is one of the labels that participated. Image courtesy of Moda Operandi

Carolina Herrera's white tee includes rows of stars in red and blue. Prabal Gurung, Monse, Tory Burch, Markarian, Edie Parker, The Elder Statesman and Brandon Maxwell all kept their message simple with the word "vote" in different fonts and designs.

Other participating labels include Alice + Olivia, La Ligne, Milk Studios, Rebecca de Ravenel and Veronica Beard.

With an increasingly divisive political climate, designers and the greater fashion community are using their public platforms to advocate their views.

During recent fashion weeks, there have been political messaging both subtle and direct, from runway looks that referenced the presidential campaign to statements targeting specific policies ([see story](#)).

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