

APPAREL AND ACCESSORIES

Gucci latest to pull products due to blackface resemblance

February 7, 2019



Gucci's sweater before it was pulled. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is the latest luxury brand to be in hot water thanks to accusations of depicting blackface in its designs.

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Gucci has quickly pulled a sweater from its inventory in both stores and online, after it received backlash in its likeness to blackface. The black sweater was fitted with a rollup collar with a cutout for the mouth, outlined in red, much like a golliwog doll known to be a symbol of racism.

Blackface backlash

The sweater was listed for \$890 and is now noticeably absent from its stores and online. The product received significant backlash on social media, with many consumers and journalists pointing out the irony in the timing as it is Black History Month.

Gucci released a statement to express its regrets for the product, sharing it on Twitter as well.

"Gucci deeply apologizes for the offense caused by the wool balaclava jumper," the brand's statement said. "We consider diversity to be a fundamental value to be fully upheld, respected and at the forefront of every decision we make."

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Full statement below. pic.twitter.com/P2iXL9uOhs

gucci (@gucci) February 7, 2019

The outrage comes shortly after one of Gucci's peers had a similar issue.

Prada responded to consumer complaints that a monkey character depicted in its holiday merchandise and marketing resembled blackface.

For the holiday season, Prada worked with agency 2x4inc to develop a series of seven creature characters that are inspired by the brand's codes. After one of the figures received backlash on social media, Prada issued an apology and also removed it from circulation ([see story](#)).

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