

APPAREL AND ACCESSORIES

Loewe apologizes for clothing compared to concentration camp uniforms

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Loewe has pulled items that have similarities to concentration camp uniforms. Image credit: Ssense

By STAFF REPORTS

Spanish fashion house Loewe has pulled pieces from its William De Morgan capsule collection after critics and consumers noted their resemblance to Holocaust-era concentration camp uniforms.

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The ensemble of black-and-white vertical striped "workwear" jacket and trousers, complete with Loewe Anagram-embossed leather pocket, retailed for a total of \$1,840, according to industry watchdog Diet Prada. As backlash on social media grew, Loewe removed the offending clothes and issued a statement on Instagram Stories on Nov. 24.

"It was brought to our attention that one of our looks featured in a magazine and part of our Arts and Crafts ceramicist William De Morgan could be misconstrued as referring to one of the most odious moments in the history of mankind," Loewe said in the statement. "It was absolutely never our intention and we apologize to anyone who might feel we were insensitive to sacred memories.

"The products featured have been removed from our commercial offering," the brand said.

Collection criticism

The Loewe De Morgan capsule collection debuted on Nov. 15 in time for the holiday season.

De Morgan was known for his Arts and Crafts tile designs. His fantastic creatures and floral arabesques are reflected in Loewe's collection of ready-to-wear, accessories and charms for men and women ([see story](#)).

In addition to being sold in Loewe's boutiques and online, the collection is also available through ecommerce retailers including Ssense.



The controversial clothing can still be seen in one of Loewe's Instagram highlights. Image credit: Loewe

Instagram account Diet Prada was one of the first to publicly draw attention to the outfit in a lengthy [post](#).

"Unable to see anything but concentration camp uniforms in this \$1,840 ensemble from Loewe's William De Morgan capsule, a collection meant to capture a freedom of imagination," Diet Prada said. "But with the particular stripe proportions and layout, uniform-style garments and prominent chest patches, there's not actually much left to the imagination when the resulting look is so uncannily disturbing."

Mass-market retailers Zara and Urban Outfitters have previously been censured for retailing clothing resembling Holocaust uniforms.

Consumers care more about diversity missteps than companies think they do, with a recent study finding that one in five consumers would be unwilling to forgive and forget after a controversy.

Two surveys conducted by First Insight found that while 92 percent of executives believe that customers will continue to buy from them following an offensive product, only 27 percent of customers actually said they would still shop with a brand post offense. In the wake of widespread boycotting of luxury labels over perceived offensive designs, companies should consider instituting inclusive practices to avoid future snubs by consumers ([see story](#)).