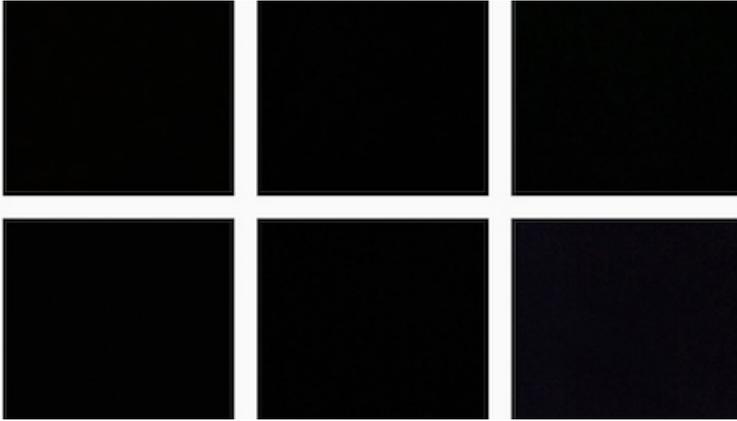


MARKETING

Luxury brands join racial solidarity movements on Instagram

June 3, 2020



Brands join in solidarity with #BlackOutTuesday. Image credit: Instagram

By DIANNA DILWORTH

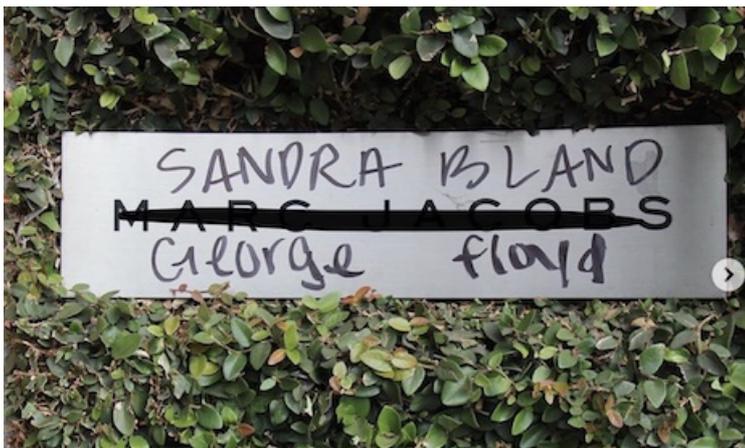
Luxury brands have joined in the chorus of voices demanding action surrounding racial justice on social media, blacking out their pages as part of a move to use their platforms to take a stand against racism.

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Nordstrom, Neiman Marcus, Jimmy Choo, LVMH's Hennessy, Ralph Lauren, Moschino, Bloomingdale's and Marc Jacobs are among the many marketers who showed their solidarity against racism. These companies joined millions of Instagram users who turned their social pages black on Tuesday as part of the hashtag #blackouttuesday.

"It's nice to see a range of brands and companies publicly support Blackout Tuesday," said **Jim Gentleman**, a Las Vegas, NV-based independent marketing consultant who advises brands in the hospitality and entertainment industries.

"More important and consequential is what they are doing behind the scenes in regards to culture, hiring practices, employment opportunities and career advancement the things that really matter when it comes to equality and justice for all," he said.



Marc Jacobs embraced vandalism with compassion, sharing this impactful visual. Image credit: Marc Jacobs

Speaking out

After George Floyd was killed by police while in custody in Minneapolis, MN on Memorial Day, people have taken to the streets in cities across the United States to speak out against police brutality.

Many of these protests have started peacefully but have been followed by riots and property damage as demonstrators clash with police. Luxury stores have been targeted. A police car was lit on fire in New York's trendy SoHo district and looters smashed windows and ransacked Gucci, Chanel and Bloomingdale's stores ([see story](#)).

And yet, even as luxury retailers on Rodeo Drive in Los Angeles, Madison Avenue in New York and other upscale shopping districts nationwide have had to shutter and board-up their stores after being vandalized and looted, the message from luxury brands right now is clear: Black Lives Matter.

The companies are clearly drawing a line in the sand to distinguish between rioters and looters and those people who are joining peaceful protests across the country to take a stand against racism.

Marc Jacobs took an act of vandalism to its Los Angeles store and turned it into a thought-provoking social media post.

When the name brand Marc Jacobs was crossed out and replaced by the names of George Floyd and Sandra Bland another African American who died while in police custody the brand turned it into an act of compassion by [sharing it on Instagram](#) with the message: "A life can't be replaced. Black Lives Matter."

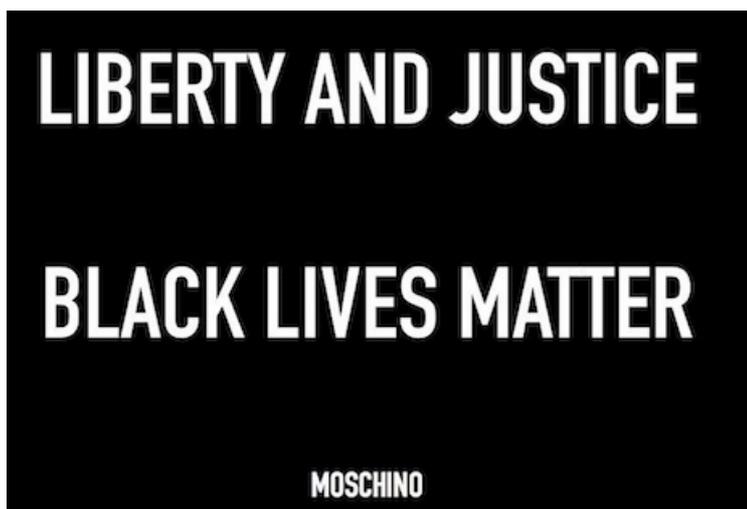
Brand influencers are also using their voice to express these views against racism.

George Clooney, Hollywood movie star and the face of Swiss watch brand Omega, penned a column for *The Daily Beast* calling out anti-black racism as the United States' America's greatest pandemic.

"The anger and the frustration we see playing out once again in our streets is just a reminder of how little we've grown as a country from our original sin of slavery," Mr. Clooney [wrote in the piece](#).

Pop star Billie Eilish, whose songs can be heard in ads for Dior cosmetics, and who wore Gucci on the red carpets at the Oscars and the Grammy Awards, expressed her support for the anti-racist movement on Instagram in several posts.

In one post, she recognized the ongoing coronavirus pandemic and people's fears of getting sick by going to protests. She suggested ideas of participation while maintaining social distance.



Moschino's Instagram message on #BlackOutTuesday says: "Liberty and Justice. Black Lives Matter." Image credit: Moschino

#BlackOutTuesday

Luxury brands are known for taking a stand for human rights. Moschino, Bally, Dior and Nordstrom were among the companies to specifically embrace the latest movement as a human rights issue.

Each brand specifically used the hashtag #blacklivesmatters, showing a direct alignment with the namesake human rights movement.

Dior made three posts to show its support in the fight against racism, also creating its own hashtag #DiorStandsWithYou.

"During this painful time, it is important to openly acknowledge the fear, anxiety, anger and sadness that many of you may be feeling," read [the post](#).

"At Dior, we are allies in the fight against racism and our hearts go out to all those who suffer because of these senseless acts of aggression and injustice. Dior does not tolerate any form of discrimination and we do not advocate violence. We believe in the humanity of people and the importance of every life."

Bally did not post the trending black square but did share a message of equality: "All human beings are born free and equal," The Universal Declaration of Human Rights.

"Bally believes in the fundamental freedom of equality," read [the post](#). "True to our Swiss origins, we value human rights for all, the promotion of peace, mutual respect and non-discrimination. Our commitment to these values remains as strong as ever today. #BlackLivesMatter."

[View this post on Instagram](#)

A post shared by @virgilabloh on Jun 1, 2020 at 3:47pm PDT