

APPAREL AND ACCESSORIES

Moda Operandi, in open letter, offers no excuse for fashion's lack of action against racism

June 3, 2020



Online retailer Moda Operandi has taken a firm stand on discrimination against African Americans, writing letters to New York's mayor and members of the U.S. Congress as well as to its mailing list of customers and prospects. Image credit: Moda Operandi

By LUXURY DAILY NEWS SERVICE

Lauren Santo Domingo, founder of online retailer Moda Operandi, and the company CEO, Ganesh Srivats, has penned a detailed letter to its community throwing their support behind the anti-racism efforts exploding across the United States over the death of George Floyd in Minneapolis police custody.

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The duo offer resources to check out as they excoriate the ecosystem for failing to address the discrimination faced by African Americans in society. **Moda Operandi** has also penned two letters to New York's mayor and members of the U.S. Congress, expressing their anguish at the state of race relations and police brutality against African Americans.

"The fashion industry does not do enough," Ms. Santo Domingo and Mr. Srivats said in their open letter to their email database. "We have not been doing enough."

The New York-based company also blacked out an Instagram post three days ago in solidarity against the racism, adding a sharp comment.

"We stand in solidarity with the black community, and we stand firmly against discrimination and systemic racism," the Moda Operandi post said.

"Silence is not an option, but neither are words sufficient. We are committed to protecting POC in the fight against injustice and will speak with our words AND our actions to be part of the urgent change we need to realize within our organization, our industry, and our society."

Here, in its entirety, is Moda Operandi's open letter to its database emailed late afternoon of June 3:

To Our Moda Community,

The unjust deaths of George Floyd, Breonna Taylor, Ahmaud Arbery, and so many other Black Americans who

suffer at the hands of our justice system have pushed us to reflect on how we at Moda Operandi can use our global platform to further the change we want to see in society. The fashion industry does not do enough. We have not been doing enough.

Today we are sharing a [collection of resources](#) chosen by our staff from Black and POC voices, as well as activists leading the fight for social justice. We'll continue to update [this page](#) with the most current and relevant content. Among those resources are letters we've penned to our local and federal officials demanding swift action against police brutality and systemic racism within our justice system.

However, words alone are insufficient. Being anti-racist requires us to take meaningful action to realize change in our organization, our industry, and our society. It includes amplifying the stories of the Black fashion community. It includes acknowledging the contributions Black culture has made to the fashion industry. It includes more images of Black culture, designers, and models across our channels. It includes actively seeking out and representing Black designers and Black-owned brands, using our business to support theirs. It means supporting Black-owned businesses across all of the services we procure.

It also means including Black voices in every part of our organization, so that everything we do is inherently inclusive and representative. We will cultivate a company culture that enforces anti-racism, celebrates diversity, and practices empathy because we know that change must start from within.

In an effort to not distract from the important conversations happening, as well as prioritize the important conversations and actions that need to happen internally within our organization, we have paused our marketing emails and social posts this week.

We've made these commitments as a company, and today we commit to you, our community, that we will do better.

Lauren & Ganesh
Cofounder & CEO

[Please click here to download the PDF of Moda Operandi's letter to members of the U.S. Congress over racism](#)

[Please click here to download the PDF of Moda Operandi's letter to New York Mayor Bill de Blasio over racism](#)

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