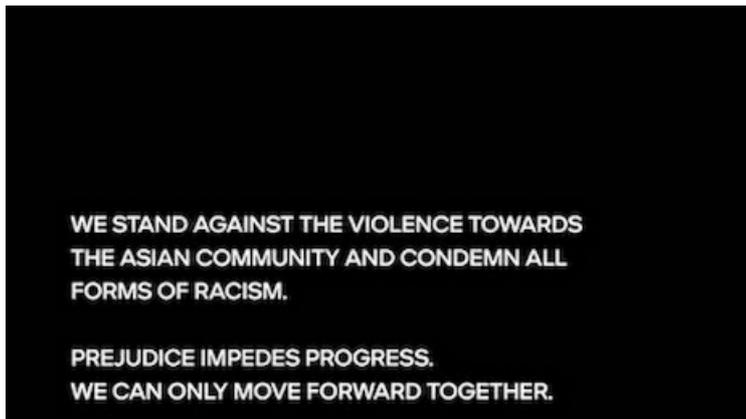


MARKETING

Luxury brands condemn violence against Asian Americans

February 24, 2021



Versace posts statement of support for Asian Americans after recent uptick of racist crimes. Image credit: Versace

By LUXURY DAILY NEWS SERVICE

Luxury brands are releasing statements of support for Asian Americans in response to a recent uptick of racist crimes against the community.



The Council of Fashion Designers of America (CFDA) and fashion houses, including Italy's Versace and Valentino, have released statements condemning the violence. Public figures, influencers and brands are speaking out in an attempt to prevent future acts of violence targeted at Asian Americans and Pacific Islander Americans (AAPI) and to ensure the safety of consumers.

"Valentino stands against violence and injustice of any kind," the fashion house said in a tweet. "We support our Asian community and stand together to foster a more inclusive and accepting world."

Coming together

Brands have begun using the hashtag #StopAsianHate in conjunction with their statements of support for the AAPI community.

Valentino was among the first luxury brands to post a statement of support on [social media](#). [Versace](#) also utilized the #StopAsianHate hashtag in its statement condemning the violence.

Other brands including Nike, Converse, Adidas and Tommy Hilfiger have also released statements on their respective social media channels supporting the Asian community.

"We stand against the violence towards the Asian community and condemn all forms of racism," Versace posted on Twitter. "Prejudice impedes progress."

Designers Phillip Lim, an American of Chinese descent, and Nepalese American Prabal Gurung have also spoken up about the rising hate crimes on their own social media, as well as through their label's accounts.



[View this post on Instagram](#)

A post shared by 3.1 Phillip Lim (@31philliplim)

The alleged hate crimes against the AAPI community, with many targeting elderly victims in particular, have increased since the start of the COVID-19 pandemic. Many Republican figures and lawmakers in the United States have used racist rhetoric to describe the coronavirus outbreak, which was first identified in China in December 2019.

Many brands, including Valentino and Phillip Lim, are also directing consumers to resources to help the AAPI and allies fight racism. Valentino has changed its primary social media link to [StopAsianHate.info](https://stopasianhate.info), instead of redirecting to its own site.

Last summer, luxury brands took to social media to support Black Lives Matter in the U.S. to show support for human rights after the death of George Floyd in Minneapolis police custody. Business analysts are calling on brands to take things one step forward and engage in these conversations about racism to make progress in social justice within their companies, because staying silent will not help ([see story](#)).

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