

RETAIL

Matchesfashion joins 15 Percent Pledge

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Matchesfashion aims to dedicate 15 percent of its purchasing budget to Black-owned brands. Image credit: Matchesfashion

By LUXURY DAILY NEWS SERVICE

British online retailer Matchesfashion has become the first U.K.-based company to join the **15 Percent Pledge** commitment which encourages companies to give Black-owned businesses at least 15 percent of their shelf space.

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The retailer has stated, by 2026, 15 percent of its purchasing budget will be allocated to Black-owned, Black-founded and Black-fronted brands. At the moment, Black-owned businesses make up only 3 percent of the designers Matchesfashion carries.

15 Percent

The 15 Percent Pledge was founded by **Brother Vellies** creative director Aurora James after the murder of George Floyd by Minneapolis police last year.

Since launching, LVMH-owned retailer Sephora and U.S. retailer Bloomingdale's have committed to the 15 Percent Pledge, among others.

[View this post on Instagram](#)

A post shared by MATCHESFASHION Woman (@matchesfash...

"As we approach our one-year anniversary, we could not be more excited that Matchesfashion is the first retailer in the United Kingdom to take the Fifteen Percent Pledge," said Aurora James, founder of the Fifteen Percent Pledge, in an Instagram post. "This partnership only underscores our momentum, and shows that our movement to drive equity across the retail and beauty industries is just beginning.

"We're looking forward to working with Matchesfashion to create more diverse and equitable workplaces, and hope this announcement inspires other companies across the globe to partner with us."

In addition to increasing brand representation in its stock, Matchesfashion plans to work with the nonprofit organization to increase representation of people of color across its business, including creatives and freelancers, to 15 percent.

Earlier this month, Matchesfashion expanded on its partnership with contemporary art fair Frieze New York, exploring the deep-rooted connection between fashion and art.

A year-long initiative, "Art.Matches.Fashion" explores the intersection of the two creative industries, beginning with the latest installment with Frieze featuring contributions from various artists. This year's project includes an audio guide spotlighting these artists as well as art institutions to visit in New York City ([see story](#)).

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