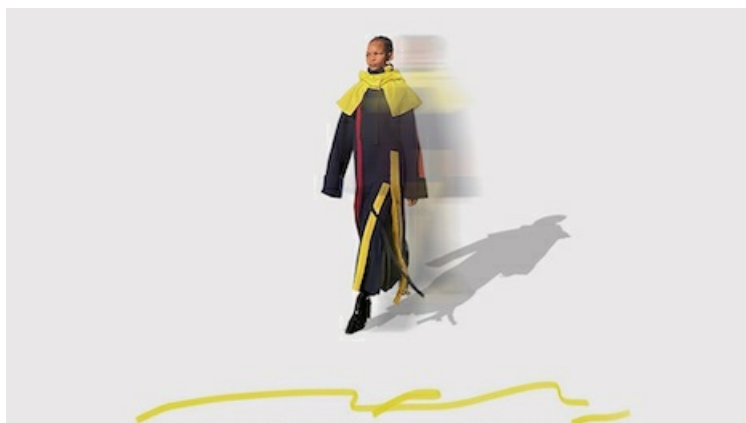


NONPROFITS

Burberry, major fashion players back new diversity nonprofit

October 4, 2022



The Outsiders Perspective aims to equip talent of color for fashion's operational front. Image credit: The Outsiders Perspective

By LUXURY DAILY NEWS SERVICE

British fashion house **Burberry** is joining a group of major fashion players to uplift a new diversity and inclusion initiative.

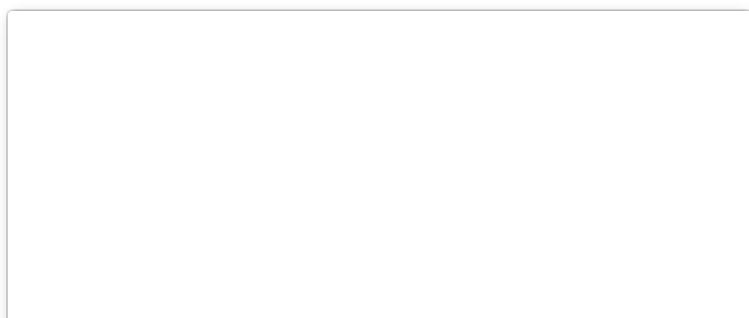
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The luxury label joins the British Fashion Council, consulting firm Deloitte, public relations giant Karla Otto, the Mayor of London's Office and German fashion tech platform Zalando in supporting new not-for-profit platform, **The Outsiders Perspective**. Launched Sept. 1, the organization aims to fight underrepresentation in the industry, working to equip talented people of color with relevant fashion knowledge and networking opportunities for futures in fashion sales, marketing, merchandising, operations, digital, finance and HR roles.

Conscious collaborators

Of British-Indian descent with a background in finance, founder and British Fashion Council board member Jamie Gill explained that The Outsiders Perspective was born of a desire to create more opportunities for people of color in the fashion industry based on his own experiences of limited access to long-established fashion networks, as well as the learning curve that followed when it came to barriers to applicable industry knowledge.

Representation of people of color on fashion runways and media has increased in recent years, however, the workforce that promotes, merchandises and creates garments and accessories for fashion's most notable brands still lacks a considerable level of diversity.



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A post shared by The Outsiders Perspective (@the_outsider...)

The Outsiders Perspective promotes the work of Indian-Nigerian designer Priya Ahluwalia

"Fashion is not seen as a viable career avenue by many ethnic minority communities due to several cultural and social mobility factors," Mr. Gill said, in an interview with [Walpole](#).

"The world of law, finance and in my case, consultancy, are seen as much safer' options for candidates who perhaps lack the personal and financial networks needed to enter a more seemingly risky' arena like fashion," he said. "I want to help change this."

Having secured the support of Burberry, The Outsiders Perspective aims to attract more of fashion's players to the party, in order to source diverse talent.

The British Fashion Council, Deloitte, Karla Otto, the Mayor of London's Office and Zalando have agreed to mentor prospective candidates with the knowledge and tools needed to transition into a successful fashion operations career.

Interested candidates can get in touch by visiting www.theoutsidersperspective.org.

In addition to supporting diversity in the fashion industry, Burberry has elevated new faces in its own organization, following recent bouts of executive reshuffling ([see story](#)).

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