



# Diversity, Equity and Inclusion in Luxury and Fashion: What's Here and What's Next?

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## INTRODUCTION

What is DEI: diversity, equity and inclusion?

2020 was a wake-up call that has brought DEI to the fore in luxury and fashion

Our report looks at DEI through the lens of five key pillars

Key findings

## BODY POSITIVITY: FROM PLUS SIZE TO PHYSICAL DISABILITY

Health awareness and dynamism see major uptick but general health overall remains poor

No one size fits all

Addressable market potential for plus-size fashion in next five years

Size snobbery in luxury fashion remains a challenge but outlook is more optimistic

Opportunities in plus-size beyond women's fashion

Plus-size fashion remains a minefield for retailers

The rise of "Self-Love Seekers" fuels demand for acceptance and diversity

Girlfriend Collective thrives in the busy athleisure market thanks to its body-positive motto

In the US, adaptive fashion is finding its way into the mainstream

## GENDER, LGBTQIA+ AND SEXUAL ORIENTATION

The gender conversation arguably started with women's demand for equal pay

Luxury unisex fragrances benefit from the shift away from gender-coded ingredients

Gender as a dimension of diversity that continues to evolve with changing societal values

K-pop stars BTS defy gender stereotypes as Vuitton's Global Brand Ambassadors

Mental health at the centre of Ugg's 2022 Pride Campaign

Tiffany & Co has introduced engagement rings for men

Australian brand Bonds releases a gender-fluid collection

## ETHNICITY, RACE AND RELIGION

BLM has accelerated the DEI debate and brought the topic of racial injustice to the fore

But measuring diversity in terms of race, ethnicity or religion remains a minefield

Avoiding the pitfalls of cultural appropriation

Religion (or absence of religious belief) is another dimension of identity formation

UK brand Colville partners with Mexico's "telar de cintura" women weavers

Uoma : a black-owned cosmetic company for all

First Nations fashion designers make history at 2021 Australian Fashion Week

## ENDING AGEISM

Empowered elders

Luxury and fashion to innovate and be more adaptive and inclusive for older consumers

Age-friendly innovation to be one of the most compelling investments in fashion and luxury

China's e-commerce platform JD.com provides first 5G smartphone for seniors

Japan's wearable payment ring, Evering, allows a smooth payment experience for seniors

Online US eyewear brand Zenni partners with senior icon and influencer Iris Apfel

## SOCIAL MOBILITY: FROM ACCESSIBLE LUXURY TO NEW HIRING PRACTICES

Luxury becomes less accessible due to rising cost of living in key luxury and fashion markets

Inflation surge puts pressure on consumers' ability to spend on experiential luxury

Value for money remains a priority for consumers as they balance frugality and indulgence

Income inequality hampered further by COVID-19

Disparity between rich and poor widens as cost of living crisis hits poorer households harder

Luxury and fashion brands confronted by increasing inflationary cost pressures

Middle class squeezed as income inequality in key luxury markets is exacerbated

Could fashion's rising presence in the metaverse help bridge the gap?

What does social inequality mean for luxury and fashion?

Companies can attract more consumers by being flexible in their business models  
Exploring new consumption patterns as luxury beyond ownership set to boom in years ahead  
Ralph Lauren diversifies to become more inclusive to a wider demographic  
Raising awareness of the benefits in hiring people with different sensitivities  
Fashion industry tackles unemployment among young ex-offenders  
Abloh's "Free Game" mentorship series aimed to "open doors for those on the fringe"

## CONCLUSION

Still much work to be done towards true diversity and equity in luxury and fashion  
But the changes witnessed since 2020 have been a step in the right direction  
DEI calls for radical transparency and should ultimately connect with "Planet" and "Profits"  
Key challenges to overcome  
Eight practical steps to foster genuine DEI in luxury and fashion businesses

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