



E-zine designed and published by PR students as part of the experimental learning process at SCMC



## EDITORIAL DESK

The PR Wire is an initiative by the students of SCMC specializing in Public Relations. This initiative allows students to delve into the different sectors disseminated by Public Relations.

We aim to highlight current trends within the fashion industry as we dissect the Vision of PR. This edition of the PR Wire brings you a global perspective on the PR in the fashion industry, covering all burning topics; sustainability, streetwear and eccentricity!

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# SUSTAINABLE PR CAMPAIGNS IN THE FASHION WORLD

By: Ananya Jain

Sustainability is the need of the hour, and the fashion industry is incorporating sustainable clothing at an incredible pace; these collections are promoted through PR Campaigns. To spread knowledge and encourage sustainability in the fashion market, PR plays a crucial role in sustainable fashion.

By collaborating with fashion manufacturers and designers to create messaging that emphasizes the environmental and social benefits of sustainable fashion, PR plays a vital role in promoting sustainable fashion. To spread the word about fashion sustainability, they might also try to develop connections with media organizations and influencers.

A few famous campaigns show how PR plays a massive role. First is the H&M's Conscious Collection Campaign. It is designed to highlight the company's commitment to sustainability and environmental responsibility. The collection is a part of H&M's more extensive sustainability program, which strives to diminish the adverse environmental effects of the business operations and goods.

The PR component of the campaign comprises educating the public about H&M's eco-friendly methods and products through various media, such as advertising, social media, and events. H&M use a range of communications techniques, such as promoting the use of ethical production practices and sustainable materials, to promote the advantages of its conscious line.

The utilization of influencers and celebrities to publicize the brand's environmental initiatives is a crucial component of the mindful collection marketing. H&M collaborates with well-known individuals from the fashion industry and beyond.

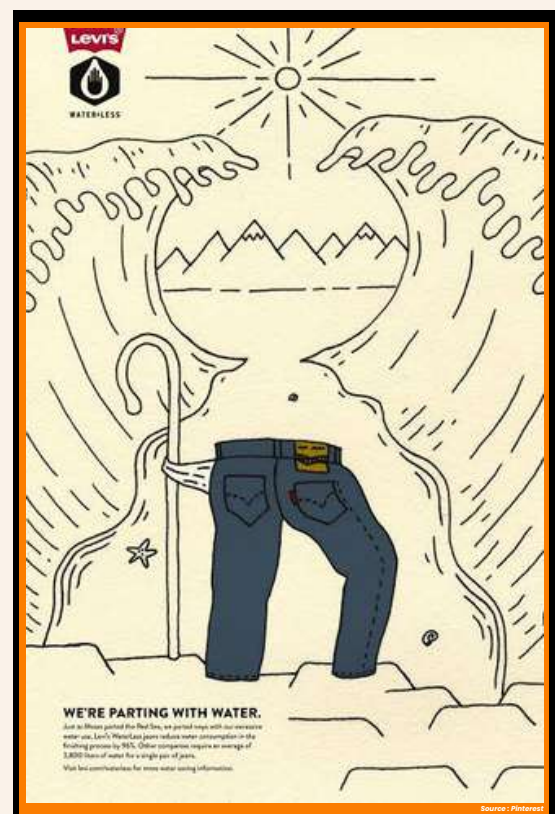
Next is Levi's Water<Less Campaign, a public relations effort highlighting the company's environment-friendly manufacturing methods and commitment to minimizing the water footprint. The campaign promotes Levi's ground-breaking methods for producing denim using much less water without sacrificing quality.

The campaign's PR strategy highlights the advantages of Levi's water-saving strategies and establishes the brand as one of the few brands to produce jeans with no water in an environment-friendly manner

The campaign uses messaging techniques to explain the effects of its "Water<Less" program, putting a particular emphasis on facts and figures. Together with associations and partnerships with environmental conservation organizations, the campaign also includes sustainable fashion-related events.

Levi's hopes to raise consumer knowledge and loyalty with this campaign. The company's PR initiatives are intended to encourage other businesses to adopt comparable practices and draw in new clients that place a high priority on sustainability while making purchases.

Lastly, Adidas' "Parley for the Oceans" campaign is a public relations effort to highlight the business' dedication to sustainability and lowering plastic ocean waste. The campaign showcases Adidas' collaboration with Parley for the Oceans, a green group dedicated to ocean preservation.



A poster by Levi's on their Water<Less Campaign

# CRITICISM OF FAUX TAXIDERMISTRY IN COUTURE

By: Simran Avachat



The dresses worn at the  
Couture fashion week  
Via: Getty Images

Taxidermy is an ancient form of art where an animal's body is preserved for display by mounting it over a wall, armature or stuffing it. Historically it has been used to display at museums by sportsmen or huntsmen. This form of preserving animal skin and using it as a display starting from the Victorian era as a form of art, something that the Victorians used to take pride in.

The practice of taxidermy has died down since now there are stringent rules and regulations on hunting. But artists and designers continue to use the "faux taxidermy" concept in haute couture and fashion shows.

Brands like Inferno and Schiaparelli often bring out these themes in their shows featuring couture that brings out an element of eccentricity. The designers portrayed a form of surrealism and a modern take on art and crafted them with perfection. Artistic freedom and the boundaries of what should and should not be allowed have always been debated. Still, with faux taxidermy, audiences have always been conflicted and somewhat appalled over the idea of using life-like representations of animals for fashion.

## *The Criticism*

The Couture fashion week sprung a raging debate about Schiaparelli using imitation animal heads. The dresses sparked controversies among audiences for the negative representation of making a seem like a trophy, glamorizing trophy-hunting and perpetuating the practice of taxidermy.

## *Schiaparelli's Response:*

The brand published a statement and subsequent post clarifying the making of the dress. A quick and effective strategy which they used was to show behind the scenes the making of the lion's head on their social media, along with the following statement:

"The leopard, the lion, and the she-wolf—representing lust, pride, and avarice in Dante's iconic allegory — in hand-sculpted foam, resin, wool and silk faux fur, hand painted to look as life-like as possible.  
NO ANIMALS WERE HARMED IN MAKING THIS LOOK."

Parallely, the models sporting the dresses came up to defend the creations by backing up the brand and the designers and deeming them as a form of creative, hyper-realistic art.

PETA, the animal rights organisation, supported and applauded the innovative take by the Creative Director, Daniel Roseberry.

In an interview with TMZ, president of PETA, Ingrid Newkirk said, “[Schiaparelli’s couture look] celebrates lions’ beauty and maybe a statement against trophy hunting, in which lion families are torn apart to satisfy human egotism... These fabulously innovative three-dimensional animal heads show that where there’s a will, there’s a way.”

### Strategic Elements of PR

- Schiaparelli has received criticism for their designs and continues to do so with their plans. They have maintained their stance and not faltered with the motive and inspiration behind their designs: Nothing but bringing out the most creative element to celebrate the beauty of animals.
- PETA is one of the biggest global animal rights organisations, hence their statement was able to hold off all the backlash that the brand faced.
- By using understated elements of PR, the brand has successfully been able to deflect the wave of negativity.
- The brand’s long-standing reputation is around the creative arch they continue to maintain and its contribution to the world of luxury fashion. By highlighting their greater purpose in their statements, they could evade the negative press from those unaware of their history.



Kylie Jenner and Doja Cat at the Schiaparelli Couture Spring 2023

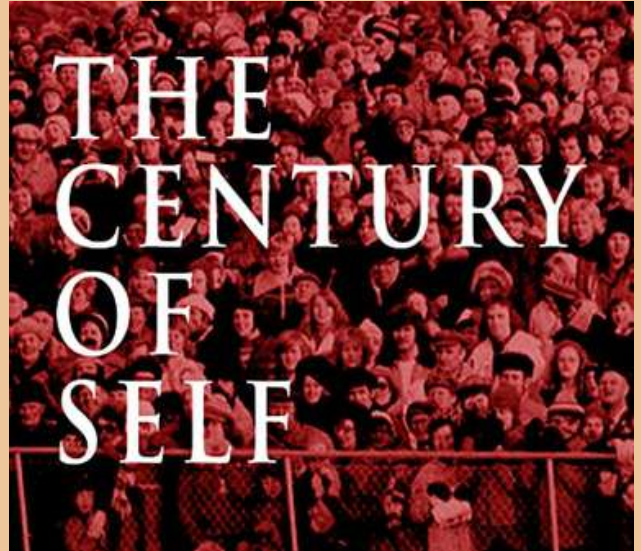


# TOP 6 PR DOCUMENTARIES TO WATCH AND WHY

## 1. The century of Self (Part 1-4)

**Platform to stream: YouTube**

The century of self delves into the inception of the PR concept and how it germinated in the 19th century. It breakdowns all the major historical events that have shaped what PR has grown to become today. It unfolds the link between psychology and PR. The documentary also gives views to witness the contributions of Sigmud Freud and Edward Bernays and how they have been instrumental in building the foundation of the PR industry.



Source : Rotten Tomatoes

## 2. Key to success in the PR Industry

**Platform to stream: YouTube**

Fred Cook advises young PR and Advertising aspirants about the industry from his perspective. He shares his story, witty anecdotes and inspirational events, which led him to pursue a long-standing career in Public relations. He shares unconventional tips and tricks to reinvent and develop crucial traits for entering the profession.

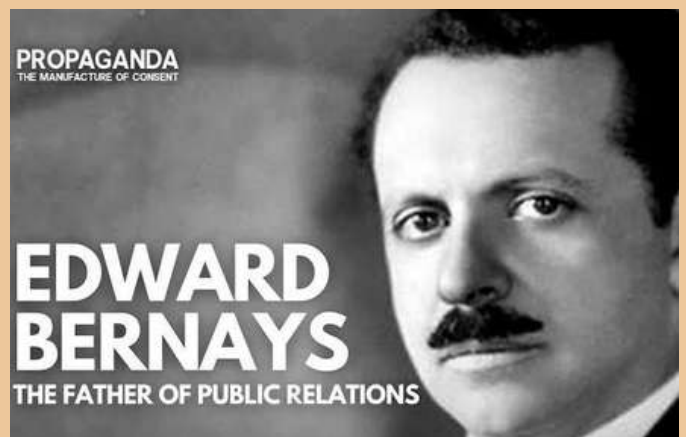


Source : USC News

## 3. The Invention of Public Relations

**Platform to stream: YouTube**

This documentary is a candid interview with Edward Bernays, the true architect of PR. It delves into the perspective of PR through the lens of Bernays, where he makes interesting revelations about the PR Industry.



Source : YouTube

# TOP 6 PR DOCUMENTARIES TO WATCH AND WHY

## 4. **Tiny Shoulders: Rethinking Barbie**

**Platform to stream: Hulu**

Barbie was the most iconic doll created. The documentary features footage which discovers the branding and purposeful image created for Barbie. The significance of the image and the impact it has had on women is further classified by interviews of different women across generations. The documentary also brings out a need for reinvention, a change in the image it has had for a lasting 60 years.



Source: Wikipedia

## 5. **The Fyre Festival**

**Platform to stream: Netflix**

The Fyre festival was one of the biggest PR failures and highly documented crises in recent times. Netflix documents the journey through everything that went wrong right from the making, communications and different perspectives of the people involved at the events, including some significant investors. The documentary elicits the red flags in communications.

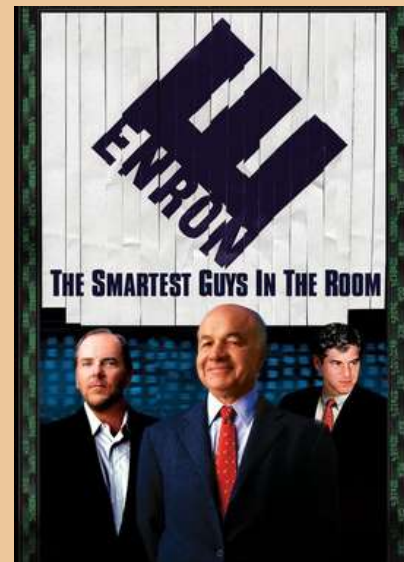


Source: Netflix

## 6. **ENRON: The smartest guys in the room**

**Platform to stream: Watchdocumentaries**

The fall of ENRON, the American energy and commodities company, is one of history's biggest scandals and falls. The documentary gives an unfiltered glimpse of how major corporations can collapse and how much it affects the culture of the company, accelerating the downfall



Source: Wikipedia

# STREET WEAR BRANDS ENTERING HIGH-FASHION THROUGH PR TACTICS

By: Mayra Vinod



Stussy and Bape clothing in their experimentative campaign shoots

Streetwear has always been the rebellious, unapologetic younger sibling of high fashion. But in recent years, new-age streetwear brands have challenged the status quo and created a democratized and disruptive culture around high fashion, owing to the newfound importance of Public Relations (PR) campaigns and clever publicity.

Take Stussy, for example. Founded by Shawn Stussy in the 1980s, the brand began as a surfwear label but quickly gained popularity among the skateboarding and hip-hop communities. How did they achieve this? They used a combination of word-of-mouth and guerrilla marketing tactics, not to mention their iconic scrawl logo. This logo became a symbol of the 'urban cool', appearing on t-shirts, sweatshirts, and accessories worn by everyone from skaters to rappers. But as the brand grew, it embraced more traditional PR tactics, collaborating with influential figures in the fashion and music industries, such as A\$AP Rocky and Nike. These collaborations helped to cement the brand's status as a streetwear powerhouse, while its inclusive and creative approach to fashion continues to challenge traditional notions of luxury and exclusivity.

Bape is another brand that has used PR and publicity to significant effect. Founded by Nigo in 1993, the brand's iconic ape logo became a symbol of streetwear culture, and its limited-edition clothing and

accessories are highly sought after by collectors. Bape's collaborations with celebrities and designers, such as Kanye West and Pharrell Williams, helped to elevate its status and gather much-needed mainstream attention.

But Bape's true genius lies in its limited edition drops and collaborations with high-end fashion brands, such as Comme des Garçons and Supreme. These collaborations create a sense of urgency and exclusivity, making the brand's products highly desirable. Bape has taken streetwear culture to the next level, while its strategic use of PR and publicity has helped legitimize the brand and cement its place in the fashion world.

These brands play on the new trend of what we call "Flex culture". This has been a mechanism used by black communities to regain respect in society by flaunting money and luxury goods, often through music and pop culture. They have asserted their appeal and challenged the notion of white wealth as the standard of success. New-age streetwear brands have tapped into this mentality to promote their products by creating limited edition drops and collaborations with high-end fashion brands and leveraging social media to showcase their products in unique and creative ways, featuring celebrities and influencers wearing their clothing. This has created a sense of exclusivity and aspiration, furthering the brands' appeal.

The democratization of high fashion has been a long time coming, and new-age streetwear brands have been at the forefront of this movement. By challenging outdated notions of what luxury means, these brands have created a sense of inclusivity and accessibility that has resonated with consumers, particularly black and LGBTQ communities. For too long, high fashion has been dominated by a narrow, homogeneous view of beauty and style, controlled by white communities trying to conserve this realm. But brands like Stussy and Bape are breaking down these barriers, creating a more diverse and inclusive fashion landscape. With their creative and inclusive approach to fashion, rebellious spirit and innovative approach, new-age streetwear brands are shaking up the fashion industry. These brands are redefining what it means to be fashionable and, in doing so, are changing the face of the fashion industry, for a better future.

## INTERESTING PR STUNTS

- **Taco Bell's "Go Mobile" stores:**

In 2021, Taco Bell launched new stores designed to serve customers who order through the brand's mobile app. The stores featured smaller kitchens and no dining areas, with orders delivered through a drive-thru or curbside pickup. The stunt was designed to highlight Taco Bell's focus on digital innovation.



- **Ben & Jerry's "Doggie Desserts":**

In 2021, the ice cream brand Ben & Jerry's launched a new line of ice cream treats specifically designed for dogs. The "Doggie Desserts" line featured flavours such as "Pontch's Mix" and "Rosie's Batch" was promoted with humorous social media posts.



- **KFC's "Craveworthy Collection" fashion line:**

In 2021, KFC launched a limited-edition fashion line featuring items such as a fried chicken-scented Crocs and a bucket hat with a built-in chicken sandwich holder. The "Craveworthy Collection" was a playful nod to the brand's popular menu items.



- **Skittles' "Mother's Day" promotion:**

In 2021, Skittles released a limited-edition "Mother's Day" candy box that contained all grey-coloured Skittles. The stunt was designed to acknowledge the humorous sacrifices that mothers make, including having to eat the less-desirable candy colours.



- **Krispy Kreme's "Graduate Dozen" doughnuts:**

In 2021, Krispy Kreme released a new line of graduation-themed donuts that featured various decorations, such as caps and diplomas. The brand also offered a free "Graduate Dozen" to high school and college seniors who showed up wearing their graduation attire.



- **Jack in the Box's "Fast Foodies Know" campaign:**

In 2021, Jack in the Box launched a new marketing campaign featuring a group of comedians known as the "Fast Foodies." The campaign featured humorous videos and social media posts that showcased the comedians' love for Jack in the Box's menu items.



Cite - PR Moment



# FASHION: A FORM OF SELF-EXPRESSION

By: Kashish Sanghvi



Mahatma Gandhi in Khadi clothes for the 'Swadeshi Movement'.



Alia Bhatt wearing white sarees for her film 'Gangubai Kathiawadi's promotions.



Ranveer Singh's funky sense of style and fashion.

Source : google images

American fashion designer Rachel Zoe once said, "Style is a way to say whom you are without speaking." As an incredible form of self-expression, fashion expresses one's beliefs and personal style. Fashion helps to portray one's identity to the public. Expressing yourself and making a statement about who you are is an essential aspect of dressing a certain way; so that people know who you are. Everyone dresses to show that they fit into certain strata or have surpassed it, to show their accordance with professional standards or standards of wealth and class, or even to show that they can be freethinkers.

Politicians, in this case, are known historically to dress according to their ideologies. What their appearance conveys to the people is more important than how they look. One can also call it a form of power dressing. The use of fashion or even fashion accessories as a tool for communication can be traced back to times of the independence era in India. Mahatma Gandhi wore the dhoti to support swadeshi. His belief in supporting goods made in India to boycott the British was brought out through this small yet powerful act of dressing in a khadi dhoti. Lokmanya Tilak, distributing yellow coloured dhaagas and making the public wear them to encourage the Non-Cooperation movement and give advocacy to unite all Indians is another example of an accessory as small as a thread used as a binding factor for a subcontinent as big as India.

Not only basic dressing and accessorizing, but fashion also consists of the overall styling of an individual. The most recent example of this would be Abhishek Banerjee, nephew of Mamata Banerjee. He lost his boisterous demeanour and shifted to lenses from spectacles, a sleek hairdo and a smart wardrobe to tell the people that he was responsible enough to become a political leader in the country. Politicians, however, need to be more careful about their dressing because they need to leave a lasting impression on people from all walks of life.

Not only politicians but even famous Indian movie stars stick to typical ways of clothing or wear colourful or black and white clothes to show off their personality. Ranveer Singh is a one-of-a-kind example of this case. His flamboyant dressing sense has always caught the attention of the media and the public eye. He has always been in the news, positively or negatively, about how he dresses and why. He once tweeted, "I was like, people are gonna judge you anyway, so you do you, dress the way you want, and I'm glad that I have been able to evolve into a person who does that consistently now". He tries to perceive himself as a bright, vibrant person who doesn't bother about what other people say regarding his fashion sense.

Another famous example would be Alia Bhatt wearing only white coloured sarees for the promotion of her film Gangubai Kathiawadi. She did this to promote her role in the film Gangubai. She tried to create a perception among the public about how she was the perfect actress to play this role. To pay an ode to the original Gangubai, Bhatt tried to create buzz for her upcoming film.

Over the years, fashion has massively evolved, yet it has been used as a communication tool for as long as we can remember. It makes a lasting impression on the general public and helps liaise with the public who a person is. Therefore, it helps shape the public's opinions towards certain people and acts as a catalyst in the field of Public Relations.

Style is a way to say whom you are without speaking.- Rachel Zoe (American Fashion Designer)



Source : Pinterest

## 2022 South Asia SABRE Awards Winners

### Platinum Sabre Award For Best in Show

Category	Brand	Campaign	Agency
Winner	Glenmorangie	It's Kind of Delicious and Wonderful	PR Pundit

### Diamond Sabre Awards

Category	Brand	Campaign	Agency
The SABRE Award for Superior Achievement in Reputation Management	InterGlobe Aviation (IndiGo)	Making A 6E Recovery	Genesis BCW
The SABRE Award for Superior Achievement in Research and Planning	Home Credit India	India Fights Back – From Deferring to Demanding	First Partners
The SABRE Award for Superior Achievement in Measurement and Evaluation	Tata Motors Limited	All-New Tata Safari: The Return of An Icon	Concept BIU
The SABRE Award for Superior Achievement in Creativity	Care India	Social and Behavioral Change Communications (SBCC) to Decrease Vaccine Hesitancy	AvianWE

Cite : Provoke Media

# INFLUENCER MARKETING: LATEST PR PROMOTION FOR FASHION BRANDS

By: Mudiganti Shalini

Influencer marketing has become a popular PR strategy for fashion brands to promote their products. By partnering with influential individuals on social media, fashion brands can reach a large audience and increase brand awareness and sales.

In the fashion industry, influencers are often fashion bloggers, stylists, models, and celebrities who have built a following on social media by sharing their fashion and style tips. Fashion brands can partner with these influencers by providing free products, sponsoring their posts, or collaborating to create new products.

Influencer marketing in the fashion industry allows brands to showcase their products naturally and authentically. Influencers share their personal experiences and opinions about the products they promote, making the brand more appealing and relatable to their followers.

Another benefit of influencer marketing is that it can be highly targeted. Fashion brands can partner with influencers with a specific audience demographic that aligns with their target market. For example, a fashion brand that sells sustainable clothing may partner with influencers who are passionate about eco-friendly fashion. However, it's important for fashion brands to carefully choose their influencers and ensure that their values align with the brand's values. It's also essential to monitor the content influencers post to ensure consistency with the brand's image and messaging.

**Glossier and Emily Weiss:** Glossier, a beauty brand focusing on natural and minimalistic products, has built its brand around the personality and vision of its founder, Emily Weiss. Weiss has a large following on social media and has used her brand to promote Glossier's products. The company has also worked with many other influencers in the beauty industry to promote its products, and this strategy has successfully built a loyal customer base.

**Airbnb and Instagram Influencers:** Airbnb has used influencer marketing to promote its rental properties to travelers. The company has partnered with many Instagram influencers with large followings and travel-related content. These influencers have posted photos, and videos of their Airbnb stay, showcasing their properties and experiences. This strategy has attracted more travelers to use Airbnb for their accommodation needs.

**Nike and Colin Kaepernick:** Yogabar's influencer marketing strategy focuses on working with micro-influencers, i.e., people with a smaller but more engaged following. The company has worked with over 100 micro-influencers across a range of health and fitness topics. One of Yogabar's most successful influencer campaigns was its "Inspire yourself first" initiative with Indian Fitness influencer and entrepreneur Arun Sharma.

In conclusion, influencer marketing can be an effective PR strategy for fashion brands to promote their products and increase brand awareness. However, it should be used with other PR strategies to build and maintain a positive reputation for the brand.



Source: Pinterest

Airbnb and instagram influencers to promote its rental properties

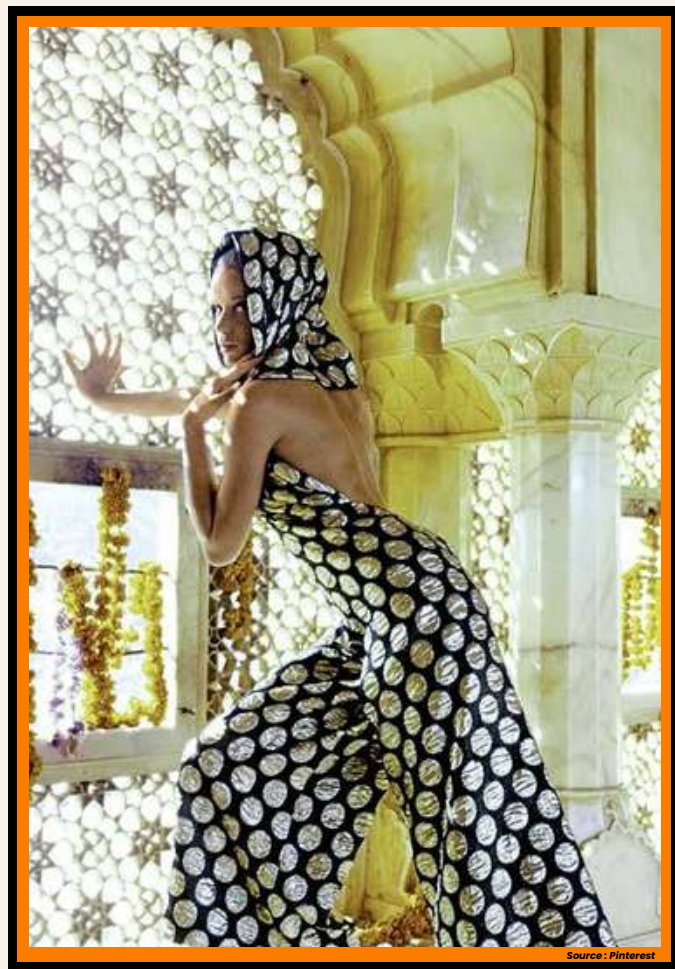
# PR TACTICS BY GLOBAL BRANDS FOR PROMOTION IN INDIA

By: Beedika Rongpipi

The foreign brand that is considering the Indian market has to comprehend its new target market niche. Of course, the company is familiar with its national market's consumers. It's critical to analyze brand recognition in India and comprehend how clients behave differently in new markets. Regarding consumer buying patterns, views towards youth, respect for privacy, and love for tradition, there may be significant cultural variations across various nations. Knowing this, manufacturers work on their products to appeal to Indian tastes in addition to the marketing effort that announces their presence. Most overseas managers are aware of how difficult the Indian market is, but few are aware of its extreme complexity (and variety). Its diversity and variation also include behavioral nuance, current and future aspirations, and social norms in addition to demographics, religion, and socio-economic position. There are multiple examples of International brands using PR Tactics to make an entry in the Indian Market.

One international company with a long history in India is Levi's. To advertise itself in India over the years, the company has employed a variety of PR strategies. Celebrity endorsements: To promote their brand, Levi's has teamed up with a number of Indian superstars, including Deepika Padukone, Ranbir Kapoor, and Virat Kohli. Several public figures have appeared in Levi's advertising while dressed in the company's attire and endorsing its principles.

Collaborations with Indian designers: To produce unique collections, Levi's has worked with a number of Indian designers, including Tarun Tahiliani and Anupamaa Dayal. With these partnerships, Levi's has been able to reach the Indian market by infusing ethnic characteristics into its clothes. Corporate social responsibility: To advance sustainability and social responsibility, Levi's has launched a number of projects in India. For instance, the company has teamed up with Charities to support environmental sustainability and give impoverished children access to school.

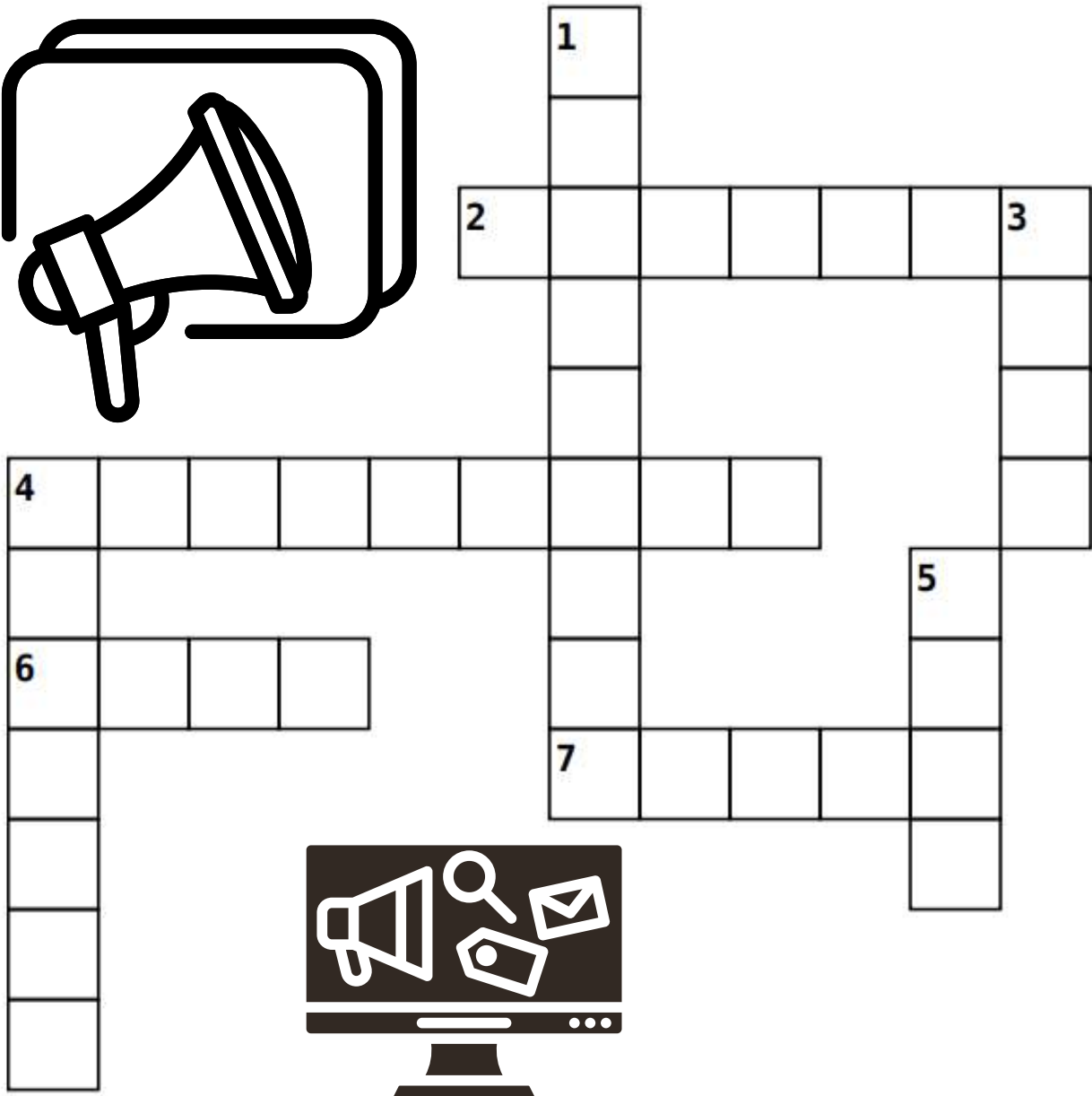


The picture indicates Indian western fusion clothing with the aesthetic

Another example is Zara, the clothing brand which has taken over India Fashion Industry; Zara chose collaborations as its method of arrival into different Indian markets because this partnership combines the production abilities and development and markets of the regional industry with that of the multinational enterprise, especially in large, competitive areas where securing property to set up store outlets is difficult and wherever different types of problems need cooperation with a local company toward which Zara.

Although preserving Zara as the principal brand in India, it has maintained a policy of presenting a mix of domestic and international clothing lines. Zara particularly aimed for the far more essential positions, such as the top two spots in the Indian apparel market. Zara could excel in production, marketing, and distribution excellently if she worked in each position. These jobs might create a platform through which Zara can market its apparel lines and other unique fashion goods. To raise awareness of the group and its apparel collections, to meet different client demands from India and other countries, including those in critical Indian marketplaces or urban India regions, Zara Video ads, print adverts, and the concept of e-marketing were all incorporated. The best message to use for this marketing campaign is "Providing quality and attractive apparel lines that satisfy your wants," says Zara.

# CROSSWORD



## Across

2. What is phase 3 of the Nine Steps of Strategic Public Relations
4. The type of PR strategy that is engaging
6. What a PR agency can generate for an event
7. Name of the car that went skydiving

## Down

1. When obtaining media coverage it is important to remember that different media types have different lengths of what
3. Company responsible for the "Color Like no Other" campaign
4. Groups that are affected by or can affect an organization
5. What is the acronym for the PR process

# DIGITAL PR CAMPAIGNS IN FASHION

By: Madhuri Kotakonda



Burberry Snapchat Campaign

Digital PR campaigns are now crucial to any brand's marketing plan in the fashion industry. The emergence of social media and digital platforms has made it necessary for the fashion industry to adjust to the shifting nature of marketing and communication. By utilizing a digital PR campaign, fashion brands can establish relationships with their target customers and foster a sense of loyalty that can result in higher sales and brand recognition. Digital PR campaigns give fashion brands a way to reach a wider audience and engage with their target customers more personally. Brands may show off their newest collections, joint ventures, and other exciting developments to their customers in real-time with digital PR campaigns.

So, what exactly is a Digital PR campaign?

Using multiple digital platforms, including social media, blogs, websites, and online news sources, a brand or organisation is strategically promoted through a digital PR (Public Relations) campaign. A digital PR campaign's major goals are to build and maintain a positive company image, create buzz online, and improve online exposure.

Here is the list of the top 5 best Digital PR campaigns by Fashion Brands

**Nike's Breaking2:** Nike's Breaking2 campaign was a bold and cutting-edge digital PR initiative that sought to break the marathon's 2-hour barrier. Three top athletes were followed as they attempted to break the record during a 3-hour livestream event organised by the sportswear giant. Nike generated enthusiasm and anticipation for the event by interacting with its followers on social media.

**#MyCalvins by Calvin Klein:** Customers were urged by this digital PR effort to post pictures of themselves wearing Calvin Klein underwear on social media with the hashtag #MyCalvins. Celebrities and influencers joined the campaign and shared their images, which helped the ad go global. Calvin Klein's brand awareness and sales were both boosted by the campaign.



Levi's #LiveInLevis Campaign

Burberry's Snapchat Campaign: Burberry developed an original and cutting-edge digital PR strategy on Snapchat in 2016. The upscale clothing line used the platform to offer its fans an early look at its new line before it hit the runway. Burberry urged fans to stay tuned for the big announcement by using the fleeting nature of Snapchat to create a feeling of urgency.

Balenciaga's collection featuring Fortnite and The Simpsons: Balenciaga debuted a line in 2021 influenced by the enduring cartoon The Simpsons and the well-known video game Fortnite. Characters and motifs from both properties were incorporated into the designs of the apparel, accessories, and footwear in the collection.

Levi's #LiveInLevis Campaign: The #LiveInLevis campaign from Levi's was a digital PR initiative to highlight the brand's iconic jeans. The brand actively promoted the campaign on social media, asking users to post pictures of themselves wearing Levi's jeans with the hashtag #LiveInLevis. With a tonne of user-generated content and a favourable reception from customers, the campaign was a great hit



Nike's Breaking2 Campaign



Source : Getty Image

Balenciaga collaboration with Simpsons

# SUDOKO

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# THE PAST AND FUTURE OF CYNICAL FASHION

By: Sanjana Koshy

The fashion industry is dynamic and influenced by a wide range of elements, such as sociological and cultural shifts, technological developments, and the innovative ideas of fashion designers and houses. Fashion may not have a clear beginning or conclusion, but it does have a history and a narrative that can be followed over time. Each age has its distinct sense of style, which reflects the social and cultural norms of the time.

Chanel's Métiers d'Art 2018/19 Collection:

Fashion trends frequently return and repeat themselves over time. This phenomenon is referred to as "fashion recycling" or "retro fashion" at times. Nostalgia is one reason for the recurrence of fashion trends. Previous decades' fashion trends can evoke nostalgia and longing for simpler times. This can create a demand for previously popular styles and trends, leading to their resurgence in popularity.

Designers frequently draw inspiration from the past, revisiting previous eras and styles to create new collections that combine classic and modern elements. Fashion trends are constantly reinterpreted and reimaged in this way. 90s fashion trends have resurfaced in recent years, with styles such as high-waisted jeans, crop tops, and oversized blazers regaining popularity. Similarly, 70s-inspired trends like flared pants and platform shoes have seen a comeback in recent years. Fashion designers frequently draw inspiration from the past, revisiting previous eras and styles to create new collections that combine classic and modern elements. This can result in classic styles being reinterpreted in a new context, making them fresh and relevant again.

Gucci's Cruise 2020 Collection:

Greek and Roman mythology served as the inspiration for Gucci's Cruise 2020 line. Gladiator sandals, draped fabrics, and gold accents were the collection's details that alluded to bygone eras of fashion. Gucci generated awareness about the brand's utilization of historical fashion by promoting this collection through social media and fashion journals.

Reebok's "Classics" Campaign:

Reebok has a long history in the fashion industry, which they have leveraged in their "Classics" campaign. Re-releases of classic Reebok sneakers from the 1980s and 1990s and new designs inspired by these vintage styles are part of the campaign. The campaign is aimed at consumers who are nostalgic for their youth's fashion as well as younger consumers who are drawn to retro fashion.

Kabaad Ka Jugaad Campaign:

H&M's Kabaad Ka Jugaad campaign encourages customers to upcycle their old clothes into new and fashionable items. The campaign includes tutorials on how to transform old clothes into trendy new pieces, as well as an emphasis on the environmental benefits of reducing waste and promoting circular fashion.



Source: Pinterest

Potrayal of the cynical nature of fashion from the 1900's



### Rent It Bae Campaign:

Rent It Bae is an Indian rental service for designer clothing and accessories. The company's "Why buy when you can rent?" campaign promotes renting dresses as a more environmentally friendly and cost-effective alternative to purchasing new clothes. The campaign emphasizes the environmental benefits of waste reduction and encourages circular fashion.

### Levi's "501 Day" Campaign:

Another brand capitalizing on nostalgia for retro fashion is Levi's. The "501 Day" campaign honors the enduring popularity of Levi's 501 jeans, which were first introduced in the nineteenth century. Collaborations with artists and musicians known for their vintage style are part of the campaign, as is social media content highlighting the brand's history and heritage.

The growing interest in sustainable fashion is another factor driving the revival of old trends. Consumers can reduce their environmental impact by reusing and recycling old clothes. This has resulted in a renewed interest in vintage and second-hand clothing, which frequently features styles from previous decades.



A slogan used by Levi's to promote their iconic collection- 501 jeans to highlight the brand's heritage.

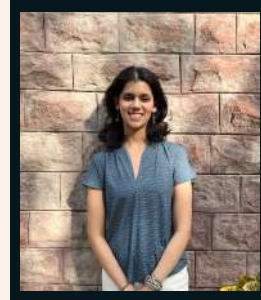
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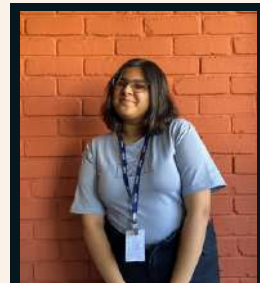
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