

# War and Fashion

By: Rachel Sloane

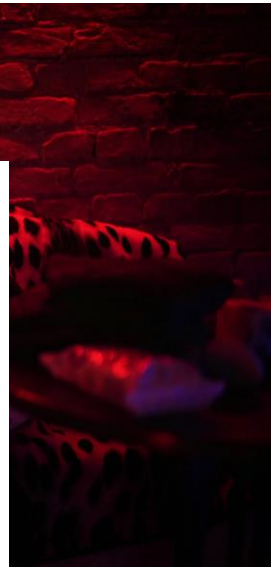


*The War's impact on the fashion industry and what brands are showing support and raising awareness in this time of crisis for Ukraine*

After the tragic unprovoked attack on the innocent Ukrainians on February 24th, the country is fighting back, and the West has responded with a host of sanctions and military supplies. Some leading luxury brands such as Burberry, Gucci, and Balenciaga, are breaking their silence, sending statements of support, and announcing fundraising.



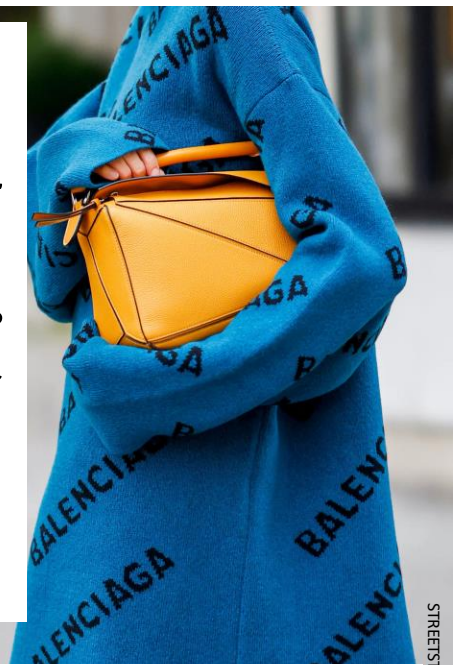
The fashion industry is utilizing its influential platform during fashion month as a place to show support for this tragedy, talk about ways to help with relief and to spread awareness. Balenciaga has become the first Paris fashion week brand to make a statement of solidarity with Ukraine. Before a show scheduled for Sunday, March 6th, 2022, the brand said it “would open our platforms in the next few days to report and relay the information around the situation in Ukraine”.



# Gigi Hadid shows support for Ukraine on Instagram:

On Sunday March 6th, Gigi took to Instagram to express her support for Ukraine and pledge to donate all her Fashion Month earnings to relief.

***“We don’t have control over most of our work schedules, but we would like to walk ‘for’ something.”***  
**- Gigi Hadid**



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Courtesy of Harper's Bazaar

Svitlana Beva is one of Kyiv's leading fashion designers known best for infusing her Ukrainian identity into her minimalist designs. Like several others, Beva has been sheltering in Kyiv for the past week. During the closing of her F/W 2022 show on February 14th at New York Fashion Week, the designer projected the Ukrainian flag in solidarity with her home country. Beva's website is unable to ship out deliveries due to the invasion, effecting her livelihood but they hope to get back to work as soon as they can.

Ukraine is one of the biggest importers in the industry, a lot of companies outsource to Ukraine and are going to have to change their production. Some retailers, including Victoria's Secret, are warning about business impacts from the Ukraine crisis. Others, like Nike, have suspended operations in Russia. Pressure is growing for designers to use their catwalk platform to show solidarity with Ukraine, and for luxury brands to cut off their Russian revenue streams.



Photo: Imaxtree