18 Companies Cut Ties With Diddy After Sexual Assault Claims

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Empower Global, Sean “Diddy” Combs’ platform dedicated to amplifying Black-owned businesses, faces a major crisis after 18 companies severed ties in the wake of multiple sexual assault allegations against the music mogul according to Rolling Stone. Launched in 2021 with the noble mission of empowering Black entrepreneurs, Empower Global’s future appears increasingly uncertain as its once-promising partnerships crumble.  
  
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House of Takura, a luxury fashion brand, led the exodus, citing their “intolerance” for the “abhorrent” allegations against Combs. Founder Annette Njau boldly stands with victims, emphasizing their right to speak out. Similarly, Nuudii System, a shapewear company, terminated its partnership, stating their commitment to supporting women and condemning the abuse of power by influential figures.  
  
These departures reflect a growing trend in the wake of #MeToo, where major brands are no longer willing to tolerate association with figures embroiled in serious misconduct. This stance signifies a shift in corporate responsibility and a powerful message of solidarity with victims.  
  
The impact on Empower Global is significant. The loss of 18 partners, encompassing diverse sectors like retail and manufacturing, deals a major blow to the platform’s ability to fulfill its mission. Without the support of key players, Empower Global may struggle to maintain momentum and empower the businesses it was intended to uplift.  
  
While Combs vehemently denies the allegations, the damage to his reputation and Empower Global’s image is undeniable. The platform’s future remains uncertain. Whether it can recover and continue its mission amidst this storm of controversy is a question that only time will answer.  
  
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