

Seriously, Prada, what were you thinking?

Why the fashion industry keeps stumbling into racist imagery

A display of expensive tchotchkes in the windows of Prada's Soho **boutique** in downtown New York included one style that **recalled** a Golliwog, the 19th century blackface character with big round eyes and large red lips. The thing also resembled the title character from "Little Black Sambo," a children's book of the same era. Either way, the connotations were **unequivocally** racist.

boutique 店铺

recall 撤回; 回忆; 取消

unequivocally 明确地

After complaints from the public, the Prada Group issued an apology, **dismantled** the display and announced that it would pull the **offending** \$550 charm from circulation. "They are imaginary creatures not intended to have any reference to the real world and certainly not blackface. Prada Group never had the intention of offending anyone and we **abhor** all forms of racism and racist imagery," the company said in a statement.

dismantle 拆除; 取消

offending 不愉快的; 冒犯的

abhor 痛恨; 憎恶

proprietary 所有的; 专利的

Fashion companies are fluent in the language of marketing. Designers are **savants** of the visual arts. But both often lack the ability to see beyond the surface—beyond the **sales pitch** and the **color palette**—to get at the complex humanity of people. They continue to see everything from their own **singular** point-of-view. To some degree, that is their job. They digest a bounty of inspiration. And they create something personal and **proprietary**.

savant 专家

singular 单一的

sales pitch 广告文案

color palette 调色板

That's an explanation, however, not an excuse. **Globalism** demands allowing more voices—more diverse voices—into the creative process and into the decision-making equation.