

THE FASHION INDUSTRY IN THE ERA OF THE ME TOO MOVEMENT



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ME TOO ORIGIN STORY

TARANA BURKE

Tarana Burke is an activist and survivor who created this movement in 2006. Burke was a worker in a summer camp when one of her campers named Heaven really wanted to talk to Burke about something, but Burke wasn't letting it happen. With another attempt of talking to her, Heaven was able to disclose her abuse at the hands of her mother's boyfriend, but only for about five minutes because Burke couldn't do it anymore. She pushed Heaven off to another counselor and was immediately horrified by the fact that she just pushed her off and saw Heaven's face. Burke couldn't muster the energy to tell Heaven she knew how she felt, but all she could say was "me too".



Me Too founder Tarana Burke. Image credit: BBC.com

ALYSSA MILANO

Actress Alyssa Milano brought the movement into the mainstream media with a tweet featuring a screenshot of a block of text telling people to write "me too" if they've ever been sexually harassed or assaulted. This tweet from October 2017 gathered millions of responses in regards to the topic.



Alyssa Milano, the woman who popularized the Me Too movement via her tweet of #metoo. Image Credit: Los Angeles Times



The tweet from Alyssa Milano that sparked the Me Too movement as we know it today. Image Credit: Critical Media Project

GARMENT WORKERS

Internal intimidation is one of the main issues when it comes to garment factories overseas. In an article from the Human Rights Watch, the concept of social auditing has been an issue because factory owners have been proven to coach staff to respond to questions in certain ways. The untraceability of people alleging sexual harassment has reached the point of an auditor finding a notebook on the factory floor alleging harassment, but to no avail. In a study conducted across three factories in Lesotho, South Africa by the Worker Rights Consortium, there were frequent incidents of sexual harassment detailed by factory workers. These factories were known to supply to Levi's, Kontoor's, and the Children's Place.

As for the resolution of this, there were a number of things that came out of it such as:

- A new program that discusses workplace harassment and gender violence.
- Independent bodies look into claims of sexual harassment

When looking into what could be done, the following could occur:

- Hiring more women in executive roles which are predominantly male.
- Hold anyone that enters factories to the same standard as the executives of the factory itself.
- Create rules/laws saying retaliation is illegal

SOCIAL MEDIA'S IMPACT

GENERAL INFORMATION

Social Media played a large part in the Me Too movement due to Alyssa Milano's first tweet. With that, people everywhere shared their stories and allowed for an international dialogue.

Instagram and Twitter continue to play a massive role in communication about predators thanks to "watchdogs" Diet Prada and Shit Model Management who have made their platforms a safe place for models and more to speak out on with full anonymity.

DIET PRADA @DIET_PRADA

The social media system of Diet Prada consists of a mixture of memes, article screenshots on their website, and commentary on what goes on in the fashion industry and the lives of the people in the industry. The brand was created by ex-milliner staff Tony Liu and Lindsey Schuyler.

When it came to the Alexander Wang situation coming to light, the pair shared commentary from Shit Model Management's account including videos from model Owen Mooney which detailed him being allegedly groped at a club by Wang. By the end, the pair shared the posts of Wang's case closure coming from Wang and attorney Lisa Bloom.

SHIT MODEL MANAGEMENT @SHITMODELGMT

Shit Model Management was created by an anonymous former model as a way for models to speak up. There are also memes and other commentary on the industry on the page, but this account mentions allegations of sexual misconduct and screenshots. When looking at THE CUT, the account creator asked for gossip within the industry and got over 300 allegations of misconduct from industry professionals. The model also ran a blacklist in 2018 on Google Drive, but got shut down due to death threats. The 455-piece list exists on Tumblr under the name @shitmodelgmt blacklist Made for Queens by Queens

The ex-model was one of the most prolific commenters on the Alexander Wang allegation because it shared screenshots of alleged drugging, rape, and forcing alcohol on people.

PEW RESEARCH ON #METOO

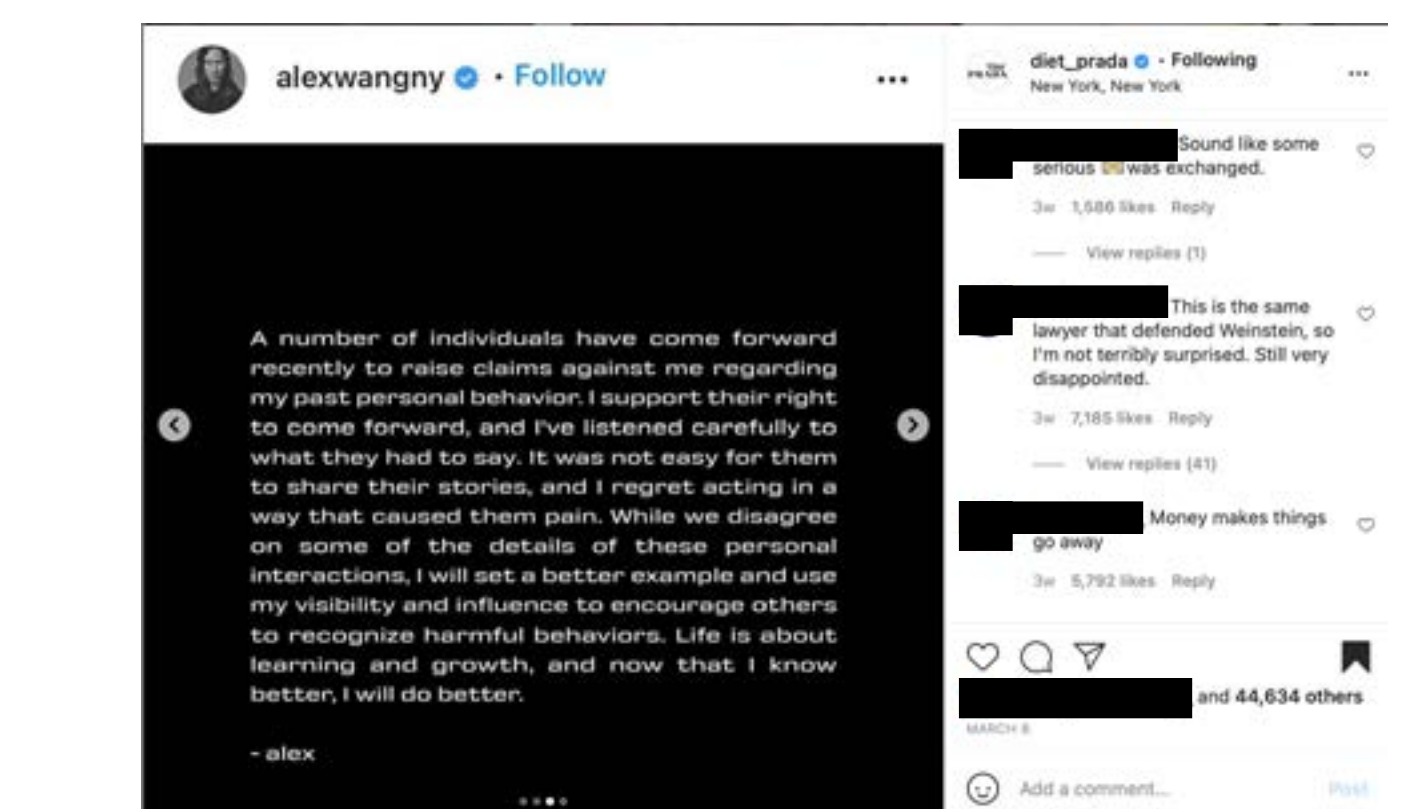
- Analyzed tweets from 10/15/17-9/30/18
- Roughly 19 million total (~55,319 per day)
- **Specific sample: five high-volume times**
- 10/17/17: Weinstein resignation.
- 12/6/17: Time names #metoo activists people of the year.
- 1/7/18: Golden Globes (Time's Up).
- 3/9/18: International Women's Day day after.
- 9/9/18: Leslie Moonves resigns from CBS
- 9/27/18: Brett Kavanaugh trial
- **Stories coming to light**
- **Variety of languages**
- **Exposure to sexual misconduct present on social media (5/29/18-6/11/18)**
- 29% saw a great deal
- 36% saw some
- 24% saw a little
- 10% saw none
- **Female legislators more likely to discuss sexual misconduct (10/1/17-12/30/17)**
- Republicans: 31% men and 61% women
- Democrats: 46% of men and 76% of women



Shit Model Management's profile photo and first image of the Alexander Wang allegations.

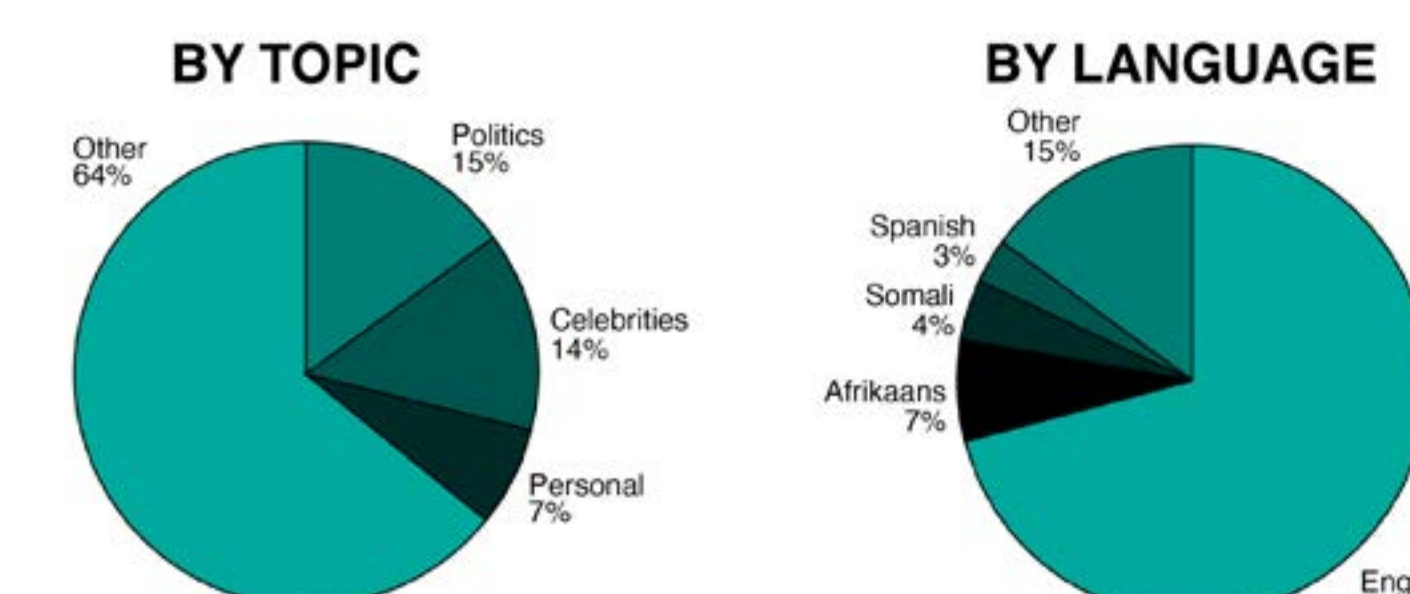


Diet Prada's founders, logo/profile photo and first image of the Alexander Wang allegations.



Screenshot from Diet Prada's post of Alexander Wang's apology with comments alleging cash settlement and discourse around lawyer Lisa Bloom.

#METOO KEY STATISTICS



From the Pew Research Center's article on how social media users discussed sexual harassment using the hashtag #metoo. The data comes from five high-use times as seen in the article ranging from 10/15/2017-9/30/2018. #metoo was used roughly 19 million times in the span of roughly one year.

SOURCES

All of the sources for this poster and more resources can be accessed by clicking [here](#).

ALLEGATIONS AND OUTCOMES

*AS SEEN IN RESEARCH. SOME DO HAVE MORE CLAIMS NOT LISTED

NAME & JOB TITLE	(ALLEGED) OFFENSE(S)	YEAR OF ALLEGED INCIDENT(S), YEAR(S) IN PRESS	STATUS
Alexander Wang	Sexual Harassment, Sexual Assault, Drugging People	2017, 2020/2021	No further action taken per the request of the alleged victims, Wang, and his attorneys. Wang posted on Instagram.
Peter Nygard	Sex Trafficking, Racketeering Conspiracy	25 years ago*, 2020/2021	Indicted on the charges listed in "Offenses" on 12/2020, sitting in Manitoba prison awaiting extradition to the U.S. as of 2/2021.
Mario Testino	Forced groping, "sexually aggressive and flirtatious"	1990s, 2018	No further action taken per the request of the alleged victims, Wang, and his attorneys. Wang posted on Instagram.
Paul Marciano	Sexual Harassment and Sexual Assault. The most recent model	2018/2020, 2021	No further action taken per the request of the alleged victims, Wang, and his attorneys. Wang posted on Instagram.

INDUSTRY RESPONSE

The fashion industry's response can be seen from several viewpoints. A few are listed:

ORGANIZATIONAL-COUNCIL OF FASHION DESIGNERS OF AMERICA (CFDA): INITIATIVE FOR HEALTH, SAFETY, AND DIVERSITY

- Discussion Oct. 2017
- Publicized Jan. 2018
- Located on CFDA.com philanthropy page.
- Collaborative with Sara Ziff of the Model Alliance

INDUSTRY MEMBERS-R. SCOTT FRENCH & VIVIAN KELLY: INSTAGRAM LIVESTREAM KEY POINTS

- **STOP NORMALIZING THIS**
- "What do you think model x did to get here?"
- "Problem child"
- **"Cancel Culture" not at play**
- See charts 1.1 and 1.2
- From observing Instagram alone, visible drop of 0 followers (5.5m-5.5m) between 12/28-1/11 (date allegations came out and date livestream occurred). From 12/28-2/24 (date of allegations vs. date of presentation), there was a drop of .1m (5.5m-5.4m).
- Comment section removed from several recent photos on both accounts
- **Safety**
- Strict parameters in place at castings and shows
- **Accountability**
- Will other people be able to get away with it since Alexander Wang did?

ADVOCACY-MODEL ALLIANCE: RESPECT PROGRAM

- Third party reporting options
- Swift removal upon allegation one

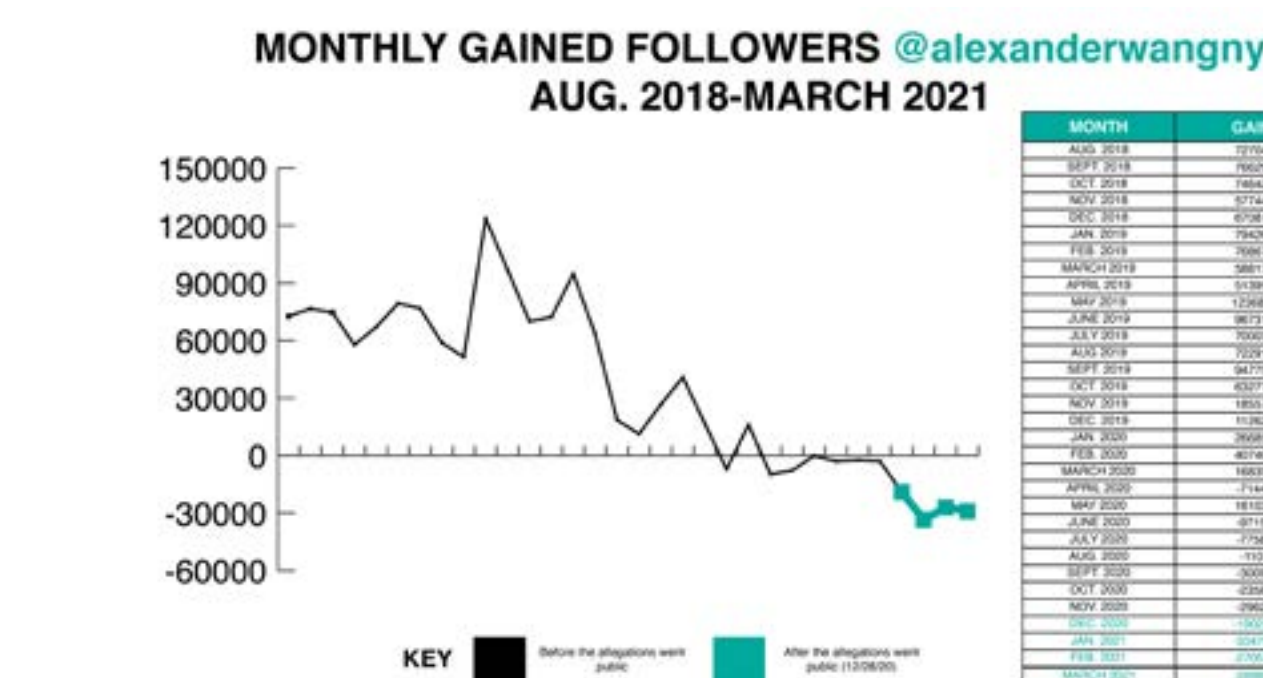


CHART 1.1 Monthly gained following from @alexanderwangny as seen on statistics website Social Blade.

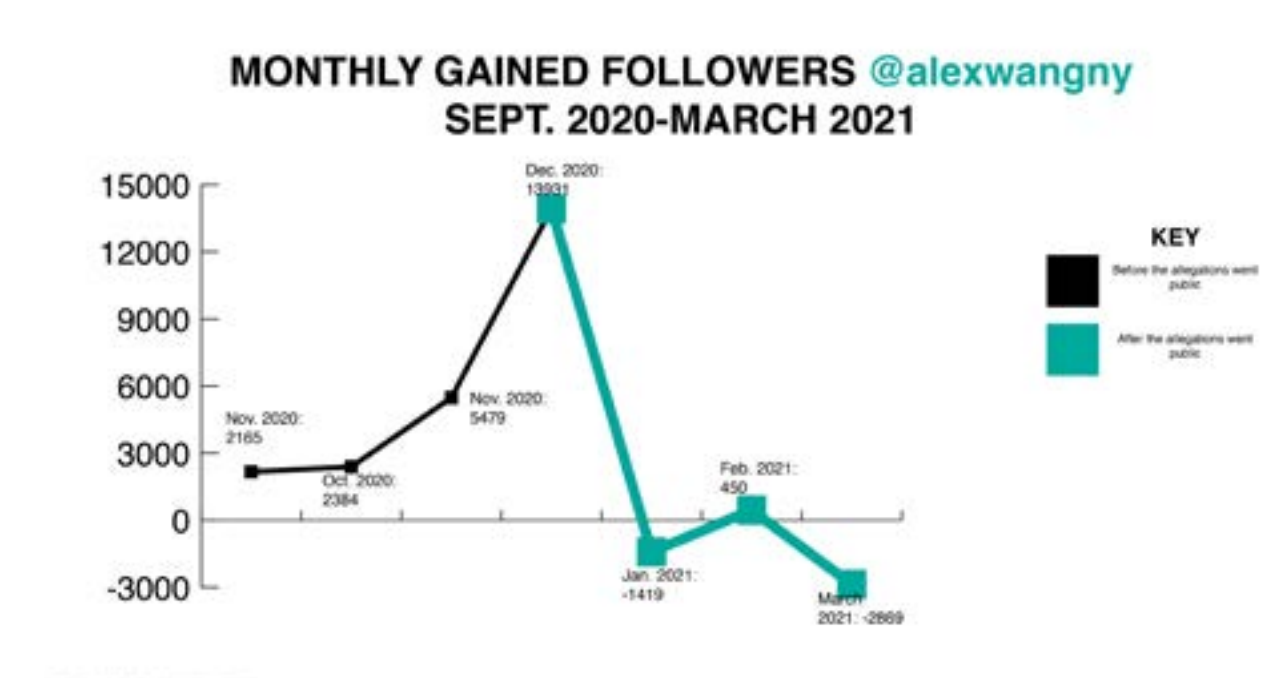


CHART 1.2 Monthly gained following from @alexwangny as seen on statistics website Social Blade.

DISCLAIMER: This research is based purely on allegations brought to the public eye already. These are not to be taken as concrete fact until proven by an external investigation or in a court of law.