

Creating a Foundation of Diversity, Equity & Inclusion in Your Fashion Brand

Before completing this exercise, please watch the webinar with DEI consultant Erica Courdae linked in the Supplemental Resources below.

As I've said, you want to be specific about who you're marketing to within a certain niche, but it's important not to base it on surface level things. You want to design and sell based on your values.

WHAT DO YOU STAND FOR?

(i.e. what are your values as the founder of your brand)?

WHAT DO YOU STAND AGAINST?

WHAT ARE THE VALUES THAT ARE MOST IMPORTANT TO YOUR IDEAL TARGET CUSTOMER?

WHICH INFLUENCERS, MODELS OR AMBASSADORS REPRESENT THE BRAND YOU'RE CREATING?

HOW ARE YOU INCORPORATING TRANSPARENCY INTO YOUR BUSINESS MODEL -- BEYOND SUSTAINABILITY?

HOW WILL YOU INCORPORATE VISUALS INTO YOUR BRAND IDENTITY TO BE DIVERSE AND INCLUSIVE OF ALL PEOPLE?

(i.e. choosing models, photography, sizing, etc.)

HOW WILL YOU PRIORITIZE DIVERSITY INTO YOUR BUSINESS MODEL, BEYOND VISUALS AND BRANDING?

HOW CAN YOU CREATE A DIVERSE COMMUNITY RATHER THAN JUST A ONE-SIDED AUDIENCE?

WHAT ACTIONS ARE YOU GOING TO TAKE TO SUPPORT WHY DIVERSITY IS SO IMPORTANT?