

Inquiry Question

What does Cultural Appropriation look like? Are you able to identify it? When does cultural inspiration become appropriation in the fashion world?

Name: _____ **Date:** _____



General Instructions

Cultural appropriation or “misappropriation” is when a dominant culture adapts elements from a marginalized culture and uses it outside the original culture’s context – often without credit or against the wishes of the said culture

<https://www.scmp.com/magazines/style/fashion-beauty/article/2118609/when-does-cultural-inspiration-become-appropriation>

“Junya Watanabe’s Spring 2016 menswear collection was entirely African themed, with models sporting dreadlocks, Maassai beaded collars and Dutch waxed cotton prints. Models strutted down the runway with African masks and spears in hand, without a single model

of African descent in the line up, and with the show located in the Museum of Immigration in Paris.”

<https://www.notjustalabel.com/editorial/contentious-topic-cultural-appropriation>

Cultural Appropriation is a contentious topic in fashion.

In this project, you will research to identify cultural appropriation in fashion- to get a better understanding of what it is, identify when it is happening and to consider how you will address this when working on your own designs

Step 1. Find 3 examples of fashion designs of Cultural Appropriation (not costumes, although they may also be good examples). We are specifically looking for High-end or street fashion that has **been designed** without consideration. Google and research images that are good examples of Cultural Appropriation. Find 3 DIFFERENT examples. Share a minimum of one photo for each and **explain why** these are inappropriate

Step 2. Research a designer who has been called out for cultural appropriation (here is an example- <https://www.notjustalabel.com/editorial/contentious-topic-cultural-appropriation>) Provide the background of the design, how was this dealt with? What are the ramifications of this?

Step 3. Ask yourself *“If you saw someone wearing or doing something that was culturally offensive, what would you do?”* Here is your chance to explore this question.

Choose a project that would share back what you have learned in this unit. Some suggestions.....Pick one design from your photos above; “Reconstruct” this design so that it no longer would be considered offensive to a culture. What are things that must be changed or added? You may choose to use Photoshop if you have the skills, you may trace an image and alter it, or you may choose to do a verbal or written description...

Another excellent example for a project.... <https://www.tctproject.com/cultural-appropriation-abc/>,

Rubric

	3	2	1
Five Photos	All three are excellent examples all three.	Only two of three follow the instructions	Only one of three follow the instructions
Explanation	Excellent information and justification for all three choices	Brief explanation given for each example	Little or no explanation given
Designer example	Excellent information on the designer/design you researched and shared	Some information was provided on the example you chose-more detail about the designer or collection needed	Lacking detail
Project (x3)	Excellent images and formatting on your presentation. Excellent execution on your idea (x3)	You have done well with a layout of the information but could have been developed further (x3)	A lot more development needed (x3)

Possible score /18

Materials you'll need:

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Project submission:

Upload your Pamphlet document or link to your video below