

Date of Controversy	Brand	Type	Controversy	Representation	Social Media Response
January 2018	H&M	Swedish, fast fashion brand	Black child model wearing tee shirt with the graphic text "Coolest monkey in the jungle" for retail	Colonialism and primitivism	Apology statement on Twitter January 9, 2018
December 2018	Prada	Italian, luxury fashion house	Monkey figurines with large red lips in the Pradamalia line for retail	Jim Crow blackface	Apology statement on Twitter December 14, 2018
February 2019	Burberry	British, luxury fashion house	Hoodie with a noose-style rope trim displayed on a runway model for retail	Lynching and suicide symbol	Apology statement by Chief Creative Officer, Riccardo Tisci, on Instagram February 22, 2019
February 2019	Gucci	Italian, luxury fashion house	Sweater with ski mask featuring a cut out bordered by large red lips for retail	Jim Crow blackface	Apology statement on Twitter February 6, 2019
January 2020	Polo Ralph Lauren	American, fashion brand	Chino pant with an unauthorized graphic of the Greek letters of the Phi Beta Sigma fraternity	Cultural appropriation	Apology statement to <i>Watch The Yard</i> January 2020
August 2020	Marni	Italian, luxury fashion house	Campaign photos signifying slave ownership and captivity via handbag layered on a nude model and shadows of shackles	Colonialism and primitivism	Apology statement on Instagram July 29, 2020