

LOVE TRUMPS HATE

As protests break out across the world against American President Donald Trump for his political views, the fashion industry has begun to raise its voice. UK-based beauty brand Illamasqua's has announced that they will "never knowingly sell their products to the those who support his values."

BY MERIAM AHARI



Left: People out to protest Donald Trump's win. Right: The Anti-Fascism Pledge, Illamasqua.

One of the biggest trends we saw at NYFW was the fashion industry's need to voice their opinion on America's current administration. Indonesian designer Annesia Hasibuan casted immigrant (or immigrant-born) models wearing hijabs. LRS Studio designer Raul Solis, sent his models down the runway wearing underwear with slogans like "F*** Your Wall" written on them. Founders of the global Women's March movement opened Mara Hoffman's show with a recitation of their mission statement. The list goes on. The need for brands to publicly condemn President Trump's policies has seeped into the beauty industry as well.

UK-based makeup brand Illamasqua created quite a stir by releasing an "Anti-Fascism Pledge" on their website, stating that the brand will never "knowingly sell our products to people who support President Trump's values." What values specifically? Basically anything that "discriminates against race, colour, nationality, ethnicity, gender, age, disability, sexual orientation or religion." The brand goes on to proclaim they "are horrified by President Trump's actions to date. We refuse to remain silent while extreme right-wing populism

gains momentum." The brand condemns Trump's methods so much so, that in order to purchase Illamasqua products, one must first "sign" their pledge to oppose Trump and his policies that challenge these fundamental morals.

Now, there is no actual step throughout the purchasing process in which the buyer must click to confirm their compliance with the "Illamasqua Anti-Fascism Pledge." Instead, this metaphorical agreement intends to make the brand's political stance be heard loud and clear—if you voted for Trump, they don't want



Powder eyeshadow in Jubilance Pale Pink Shimmer, Illamasqua.

your business. "We know we can't stop anyone buying our products. But we also know that no matter how hard some people work to make themselves beautiful on the outside, make-up can never hide the ugliness inside. So please, if you don't agree with the above DON'T BUY US."

Of course, no political stance comes without its critics. Since there is nothing to prevent a buyer from purchasing Illamasqua's Hydra Veil or Gel Sculpt if they do in fact agree with Trump's immigration policies, many have speculated whether this pledge without reinforcement is just a strategic marketing move from yet another brand jumping on the political bandwagon to publicly challenge Trump. On Twitter, @RyeHolly tweeted, "@Illamasqua You just gained a new customer to replace one whose heart is filled with hate."

Illamasqua founder Julian Kynaston's response to those who found the brand's strong statement hypocritical for discriminating against people's political views: "Extreme right-wing views extend beyond day-to-day politics. Chants of 'Build that wall' are not political. They are fanatical."