

## **Éléments de corrigé DST 1 – PTSI D**

Brand activism has been on the rise for a decade: brands can no longer afford to occasionally marry a social or responsible cause, they have no choice but to conform to the new consumers' expectations of genuine commitment. At the Fashion Reboot event in Paris, researchers studied how public figures are increasingly stating their political opinions or support to a cause through their attire, even at the risk of exposing themselves to controversy or to losing fans that may disagree. Because the point is to attract consumers that want to be in keeping with their values. Fashion has gone political and brands must keep up: 60% of their clientele, the youngest especially, with the ongoing political crises and the rise of social media, expect them to. And the line is tricky to tread for brands as consumers beware of disingenuous opportunistic washing attempts.

### **Proposition d'élève corrigée:**

Despite being a recent phenomenon, brand activism has gained momentum: a decade ago, few were the brands that had political engagements, apart from some social or sustainable initiatives. Two teachers from a Parisian university explain that fashion brand activism started when celebrities increasingly expressed, through their outfits, which causes they supported. They aimed at creating a specific relationship with their audience, which was – and still is – eager for a consumption aligned with their values. Since the Covid pandemic, most consumers, especially millennials, consider that brand activism in social topics is crucial. Consumers are not only expecting brands to be aligned with their values, they also want them to support the causes they care about. But brand politicization is tricky: how to support a social cause without being accused of manipulating people? Finally, fashion brand activism on social media seems quite effective on consumers.