



# The Worst Fashion Missteps of 2019, from Bullet-Hole Hoodies to Gucci's Straightjacket

By Sara M Moniuszko

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Unfortunately, this trend isn't new. Big brands have come under fire in the past for similar missteps. In 2018, international retail giant H&M ignited a firestorm with an ad in the U.K. that featured a black child modeling a hoodie printed with the phrase "coolest monkey in the jungle." The same year, Prada pulled its Otto character after images of the black animal with oversized red lips exploded on social media, sparking comparisons to blackface.

So, as 2019 comes to a close, we're looking back at some of the worst fashion missteps of the year (listed in no particular order).



## Burberry's noose hoodie

Burberry apologized in February for featuring a hoodie with a noose around the neck during a show for the fashion brand's autumn/winter 2019 collection at London Fashion Week.

Model Liz Kennedy, who was featured in the show, took to Instagram to express her frustration with the brand for featuring the hoodie, adding that she was "ashamed to have been apart of the show."

"We are deeply sorry for the distress caused by one of the products that featured in our A/W 2019 runway collection Tempest," Burberry CEO Marco Gobetti said in a statement provided to CNN and Highsnobiety.

"Though the design was inspired by the marine theme that ran throughout the collection, it was insensitive and we made a mistake," the statement read.

## Gucci's offensive turtleneck sweater

The same month, a \$890 Gucci jumper sparked outrage on social media for resembling blackface.

The piece from Gucci's Fall Winter 2018 runway show looks like a black turtleneck that is worn up over the nose, with a red-lined cutout for customers' mouths. It was inspired by "vintage ski masks," according to its product description, which says it could also be worn just around the neck.



The company later apologized and removed the product. The Italian fashion house also announced a major push to step up diversity hiring as part of a long-term plan to build cultural awareness at the luxury fashion company following the uproar.