

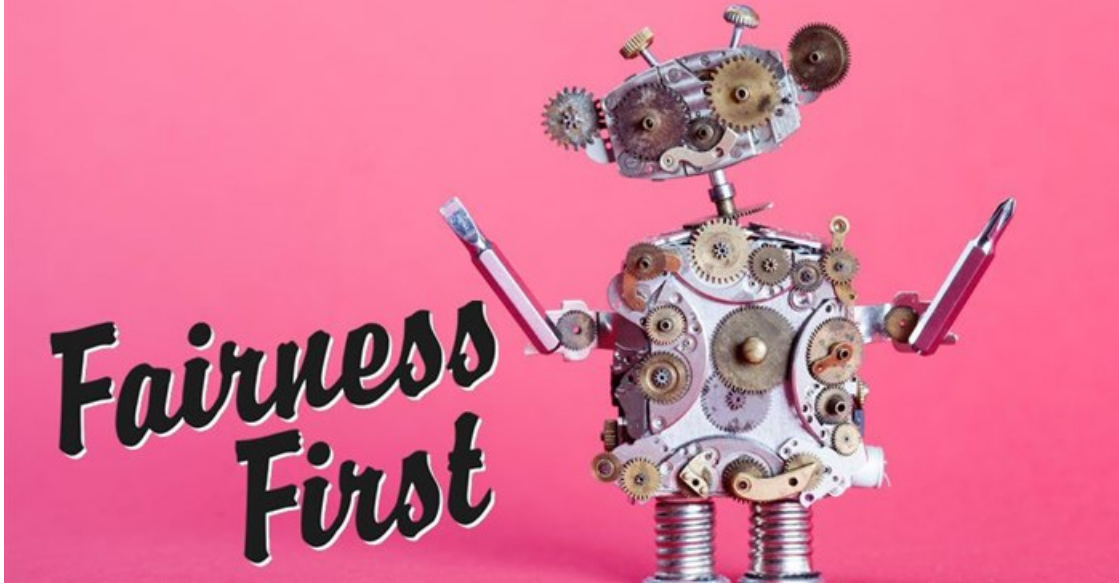
H&M's diversity manager and the #pinkify debate



By Leigh Andrews

22 Jan 2018

This week, diversity was a strong focus on social media as H&M announced the appointment of a diversity manager following the 'racist hoodie' outrage, social citizens stood up for civil rights on #MLKDay, and the #pinkifying hashtag spawned lovers and haters alike.



Original image © Besjunior – [123RF.com](https://www.123RF.com)

ICYMI, here's a brief overview of these top inclusion, equality and diversity topics and why they matter.

H&M appoints diversity manager

“ pic.twitter.com/3gHiSwwbIE— H&M (@hm) [January 16, 2018](#) ”

[CNN reports](#) that the retailer appointed company insider Annie Wu as 'global leader for diversity and inclusiveness for H&M Group' following the 'racist hoodie' global outcry, with many of their stores vandalised here in SA.



'I have H&M clothes I'm going to burn'

Kyle Zeeman 10 Jan 2018



Wu will do so while continuing as the company's global manager for employee relations. Here's hoping it's not too little too late.



H&M 'racist' ad adds to company's woes

15 Jan 2018



Civil rights celebrated on #MLKDay

The week began with the anniversary of civil rights leader Martin Luther King's birthday, typically celebrated as a 'day of service' on the third Monday of the year in the US – similar to our own #MandelaDay here in SA.



#Repost @aclu_nationwide with @repostapp ... We honor the life and legacy of Martin Luther King Jr. #MLKDay #persist #womensmarch

A post shared by Rebecca P Cohen (@baby_activist) on Jan 17, 2018 at 9:01pm PST

Despite Trump's untimely 'shithole' comments over the weekend, many posted footage of their own uplifting acts on the day, with others sharing some of his most inspiring words aimed at freedom of speech, uplifting humanity and undoing oppression:



World stands up for Haiti, Africa after Trump's "shithole" comment

Andy Walker 15 Jan 2018



“ Martin Luther King's last speech before he was assassinated on the next day.

Happy Martin Luther King Day! [#MLKDay pic.twitter.com/EZtF9CHsFb](https://pic.twitter.com/EZtF9CHsFb)— AFRICAN HISTORY (@africanarchives)

[January 16, 2018](#) ”

“ Dr. King’s fight is about understanding we are all equal and saying that we will always fight for that beautiful premise. He understood that a beloved community was a diverse community of equal people, of equal stature, that deserved and required equal dignity. [#MLKDay pic.twitter.com/cQOf1VoObQ](#)— Kamala Harris (@KamalaHarris)

[January 16, 2018](#) ”

“ Today we remember one of the greatest men in the 20th century who’s work for [#Equality](#) lives on in the 21st century and forever [pic.twitter.com/oKh3bECXOt](#)— GEORGE(DWTS&more) (@GPBGeorge) [January 15, 2018](#) ”

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Yay or nay for 'pinkifying'?

A Forbes magazine article called out the 'pinkifying' of certain male-dominant sectors to make them more female-friendly.

“ Building [#Gender #Equality](#) From The Inside Out And The Outside In

"it's not about making the tech industry more appealing to women by pinkifying it, but rather it's about making the sector a fair and safe place for women. [#diversity #inclusion @forbes](#)<https://t.co/BUde0UMkq1> pic.twitter.com/6TBJ4YPZTT— Theo (@psb_dc) January 17, 2018 ”

“ “To Pinkify or not to Pinkify” <https://t.co/G9Bqxje1Rm>— Katrina (@katrinayall) December 15, 2017 ”

“ No need to pinkify – Girls get interested in tech because it is interesting <https://t.co/Gk5ZhJrqpE> [#Pinkify](#)– [#Girls](#)— Rosalie Mélisande (@RosiMelisande) January 7, 2018 ”



#WomensMonth: Flipping the script on 'gender-specific' toys

Leigh Andrews 26 Aug 2016



With the move towards flipping the script on marketing cars for boys and dolls for girls to rather offering gender-neutral toys always a hot topic, most agree with the sentiment above but others say pinkify if you want – you do you.

“ Pinkify whatever you want, fam. Pinkify everything. If you love pink, don't let anyone shame you. If you don't like pink, make an honest assessment to ensure it's not internalized misogyny (if it's not, that's okay). Dudes gotta deal with women reclaiming CS either way.— Porg Enthusiast (@CatApocalypse) December 16, 2017 ”

Words from #WEF2018

Lastly, we kept a keen ear on ANC President Cyril Ramaphosa's #Davos2018 promise that we're 'deadly serious about addressing corruption' in SA, while applauding The World Economic Forum (WEF) 2018's big step in the right direction for gender equality, when it included seven strong female chairs:

“ Move over suits! The World Economic Forum 2018 to be chaired by seven women! Make it matter [@SharanBurrow](#), Fabiola Gianotti, Isabelle Kocher, [@Lagarde](#) [@GinniRometty](#), Chetna Sinha and [@ema_solberg](#). Looking forward to [#WEF2018 @Davos](#) <https://t.co/MUKEN6I3AY>— Katja Iversen (@Katja_Iversen) January 11, 2018 ”

“ [#WEF2018](#) theme is howto create a shared future in a fractured world. founder of India's first rural women bank Co-Chair WEF18, I come with solutions for creating a more inclusive and equitable world. All learnt from listening to women at grassroots pic.twitter.com/Q1ftln4Y6— chetna sinha (@chetnavsinha) January 17, 2018 ”



#FairnessFirst: Amplifying the female voice

Leigh Andrews 15 Jan 2018



Seek and they will speak!

ABOUT LEIGH ANDREWS

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