



# Are US Fashion Brands at Risk of Growing Anti-American Backlash Over Trump Policies?

Any sign of an anti-Americanism trend would cause a headache for an industry benefiting from the popularity of Americana and preppy looks. An effortlessly cool Nick Kamen strolls into a launderette, strips to his boxer shorts and washes his jeans in front of a stunned clientele, soundtracked by Marvin Gaye's "I Heard It Through the Grapevine." The 1985 Levi's 501 advert made a star of its model, and presented an image in keeping with the clothing brand's all-American style.

But could that deep-seated association with the US prove an achilles heel? Last week, in its UK accounts, Levi's issued a warning that "rising anti-Americanism as a consequence of the Trump tariffs and governmental policies" could affect its sales in Britain. The idea is not unique — attitudes towards Tesla in the UK and Europe deteriorated when Elon Musk was closely associated with Trump. However, the Levi's warning raises the question — could fashion become the latest sector affected by anti-American sentiment outside the US?

Retail and brand experts are divided. Achim Berg,...

Under CEO Francesca Bellettini and designer Anthony Vaccarello, Saint Laurent has more than doubled sales in 5 years and is on track to surpass \$3 billion in 2022.

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The retailer plans to capitalise on the buzz around its Sydney Sweeney and Travis Kelce campaigns for the rest of the year. "This is a moment to take big swings," said CMO Craig Brommers.

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Stella McCartney has named Tom Mendenhall its new chief executive, succeeding Amandine Ohayon, who is stepping down after nearly two years at the brand's helm.

