

A small, faint orange play button icon is located in the upper left quadrant of the slide.

Inclusive Colour Labels Project

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INTERNAL & EXTERNAL USE: This material is intended for all those working with colour labels on Zalando platforms.

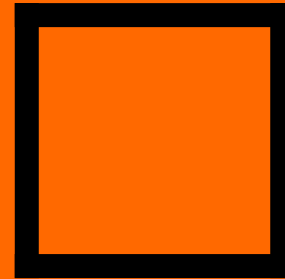
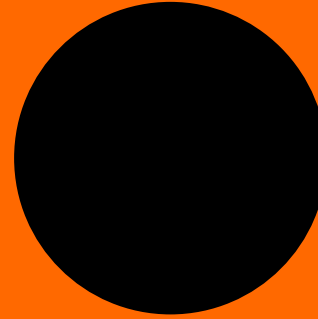
Please reach out to team-diversityinclusion@zalando.de with any questions.



Agenda

1. What does bias in fashion look like?
2. Removing racial bias in colour labels.
3. Improving colour labels for people with visual impairments.
4. Important Links

01_What does bias in fashion look like?





Bias in Fashion

Bias refers to an inclination or prejudice for or against one person or group, especially in a way considered to be unfair.

Source: [Oxford Languages](#)



Bias in Fashion

When left unchecked, biases impact our decision making abilities... intentionally or unintentionally.

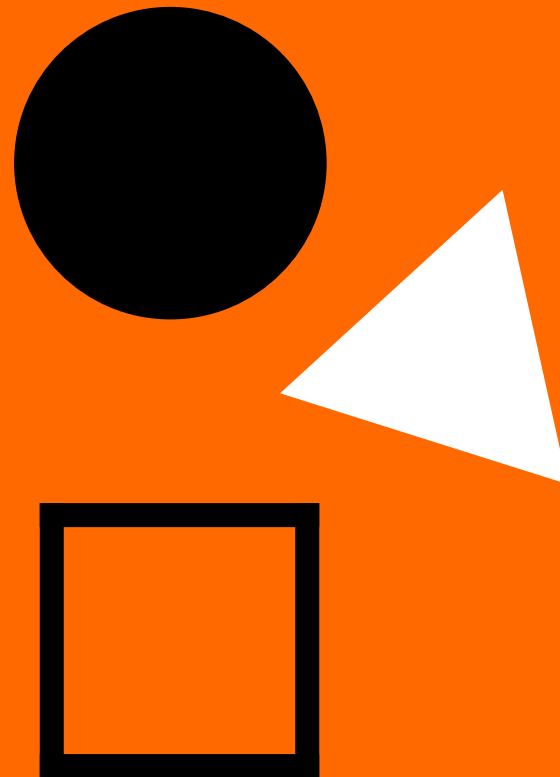
Bias in Fashion

There can even be bias in the way we describe things as *normal* or *standard* and this creates exclusive hierarchies.

The good news is that there is no such thing as normal in fashion, but removing biases requires work, change, and maintenance.



02_Removing racial bias in colour labels.



**When you think of orange,
what colour comes to
mind?**

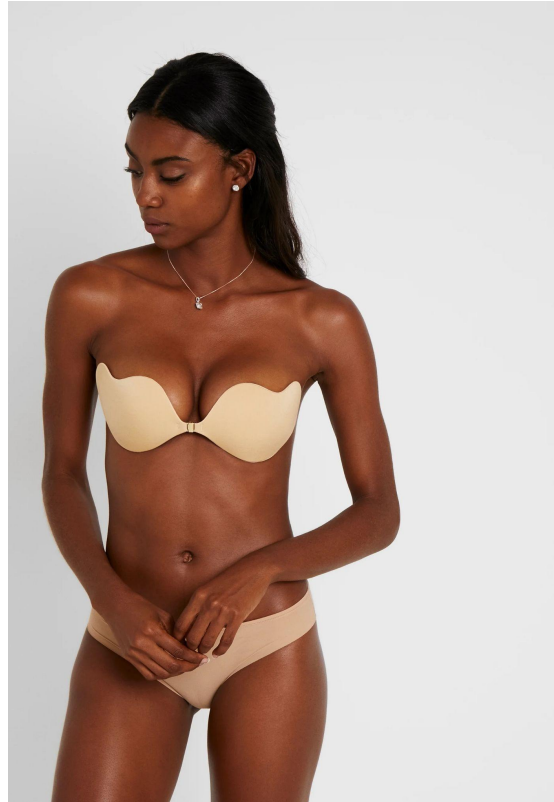


Bias in Colour Labels

Certain colour labels in the fashion industry perpetuate biased beauty standards that are not representative or welcoming to all of our customers.

- Nude: Who's version of *nude*?
- Tan: Who is the *tan* relative to?
- Skin: Who's *skin* colour are you referring to?

In short, these terms are not colours because they are all shades **relative** to *paler* skin tones.



Colour: **skin**



How-to: Update colour labels

I : Add the colour best suited to the article description as below :

| [Yellow columns to be filled by the brand] | | | | Zalando Main Color |
|--|----------|-------------|-------------|--------------------|
| Supplier | Supplier | Supplier | Supplier | |
| Article Name | Article | Colour Code | Colour | |
| | Number | | Description | |
| Anabella Rever | 1144484 | NU | NUDE | |

Underwear - Bottoms (1) [Show price points](#)

(B) S123-MICRO STRING SI... - \$
W - Underwear - Bottoms - Thongs

beige > light brown
black > **brown**
blue > dark brown
brown > ochre
gold > cognac
gray > mottled light brown

pro...

II. Change the colour of any existing article. Research the SKU needed in the search tab and then amend the term by selecting an official colour name that matches the article's colour.

APRICOT



BEIGE



CAMEL



COPPER



BROWN



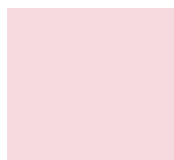
DARK BROWN



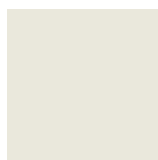
LIGHT BROWN



LIGHT PINK



OFF-WHITE



SAND



TAUPE





Frequently Asked Questions

Why not just rename the term *nude* as 'powdery pink' and the term *tan* as 'toffee' in the colour code?

- One person's perception of nude is pale pink while another person's perception of nude is dark brown.
- We must match the product to the best colour label offered in Buying Home in order to describe the product accurately for all customers.

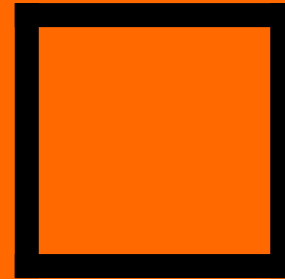
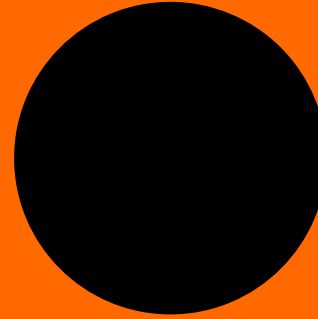
What about the loss of performance history of the articles because of this ban and what about the colour cards?

- This update can be taken into account when evaluating performance histories. And this will improve reports with more accurate and inclusive product descriptions.
- We are also actually able to change the zalando colour and colour description on existing SKUs without changing the SKU, in Buying Home.
- For Private Label, the Tech team is able to deactivate the SKUs with the term "nude", "tan" in STUDIO.

As a planner, we have reports in MSTR that still have these terms. What should we do?

- If you see it in a report, please write and put the "official colour name" in your report presentation above the term "nude/tan/skin" until they do not automatically appear.
- This automatic appearance comes directly from the Buying category. So, it will only keep appearing if you keep using these labels.

04_Improving colour labels for people with visual impairments.



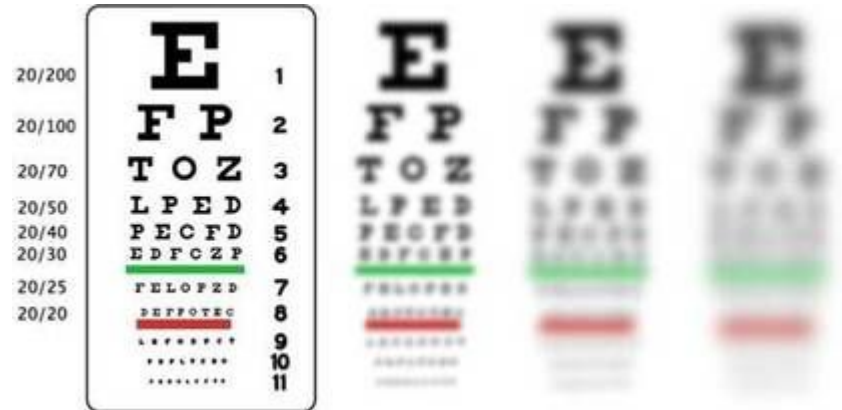
Types of Visual Impairments

Visual impairment is defined as the limitation of actions and functions of the visual system. Our aim is to help improve colour labels for the most common visual impairments:

- Low vision (see image to the right)
- Colour blindness (see next slide)

Other visual impairment include:

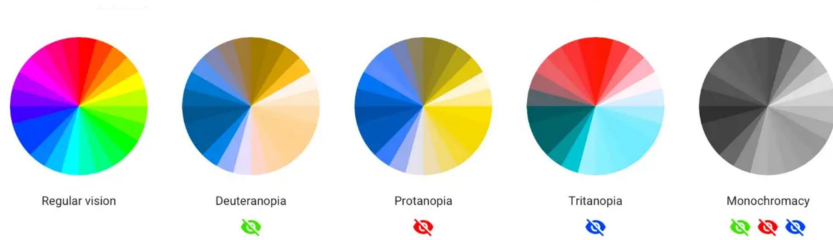
- Macular degeneration (loss of central vision)
- Diabetic retinopathy (seeing spots due to diabetes)
- Glaucoma (pinhole effect)
- Cataracts (clouding of lens)
- Total/legal blindness (no vision)





Types of Visual Impairments

Colour blindness, also known as colour vision deficiency, is a condition in which the individual has a different colour perception to the one most people have.



Vision without
colour blindness

Red-green
colour blindness

Blue-yellow
colour blindness



What can we improve?

Use colour names that are more descriptive than fashionable and/or include colour codes.

Avoid names with obscure adjectives like startling orange, california haze, daytona peach, disco nap etc...



Bright red



Dark red



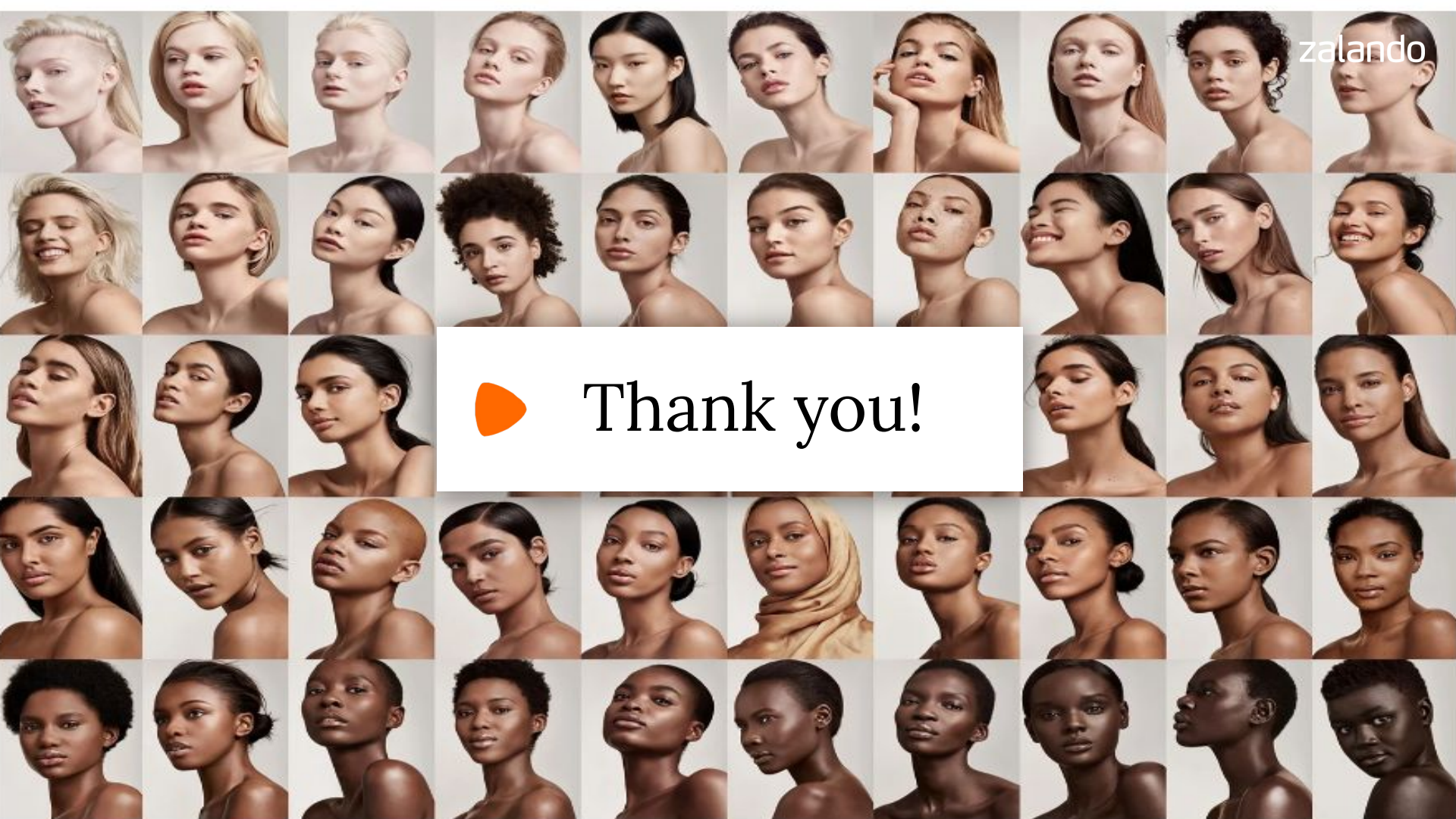
6. Important links

https://www.huffingtonpost.co.uk/tallulah-bullock/nude-skin-tone_b_8245948.html

<https://theeverygirl.com/nude-isnt-one-size-fits-all/>

<https://www.theguardian.com/lifeandstyle/2010/may/20/fashion-colour-nude-racist>

<https://www.who.int/news-room/fact-sheets/detail/blindness-and-visual-impairment>



Thank you!