

Ethical Behavior In Fashion Marketing: Aya Muse

The modern, contemporary brand Aya Muse has risen to popularity as celebrities like Dua Lipa, Kendall Jenner and Kaia Gerber have worn and quoted the brand as their “go to” for minimalistic and sexy, eco-friendly looks. Per their Instagram bio, Aya Muse wants their 144,000 followers to know one thing about them, that they are “Sustainable.” Aya Muse was designed in Los Angeles, and founded in 2018 by designer Tina Rodiou. The name Aya (Japanese for beautiful) and Muse (Greek for inspiration) means beautiful inspiration, and the brand claims that “this philosophy is carried on from collection to collection.” The average article of clothing from Aya Muse ranges from \$300 to \$400, it is by no means fast fashion. And, Aya Muse does not try to market itself as such. With each piece at a higher price point (a beige Cashmere T-Shirt is currently \$285), the brand markets itself as everyday, 90’s inspired essentials that are sustainably made and worn by celebrities, therefore worth the price tag.

In a 2021 interview with British Vogue, “*From Biker Shorts To Visible Thongs, Supermodels are Magnetically Drawn to LA Brand Aya Muse*,” Rodiou explains her vision for Aya Muse, “I thought, if this is going to turn into a real brand and a business I want it to be more me,” making a sustainability-focused mindset that ensured recycled materials, biodegradable packaging and intelligent stock control a top priority. The article claims that ninety-five percent of Aya Muse’s knits are made from recycled yarn and the remaining five percent are made as sustainably as possible; using natural dyes and conscious process. The “conscious process” of Aya Muse is specified on their website. With just three submenus to choose from, “Collections,” “Stockists,” and “Sustainability,” Aya Muse makes their priorities clear. Their mission: to prioritize quality over quantity; “we use only the finest materials, creating designs that last and become staples in your closet.” They claim that, “These carefully crafted garments will last the test of time, becoming timeless staples in the wardrobe.” Their materials are “high-quality fabrics, with 90% sourced from natural or recycled materials to ensure sustainability without compromising on style.” Beyond the items, Aya Muse also uses eco-friendly, recyclable or biodegradable packaging materials to reduce their environmental footprint. Additionally, Aya Muse plants a tree for every item sold in an effort to reduce their carbon footprint.

Overall, Aya Muse’s commitment to appearing sustainable makes them a perfect brand for their target demographic, wealthy consumers and celebrities who want to look out for the environment or appear like they are. Supermodels may “*Be Magnetically Drawn to LA Brand Aya Muse*” because Aya Muse understands good public relations. Two of their Instagram highlights titled “Seen On” and “Press” are dedicated to showcasing which celebrities are wearing their clothes. It’s a clear message to drive sales, that while Aya Muse cares about sustainability, so do beautiful celebrities, therefore the consumer should invest in their eco-friendly pieces. While the marketing strategy accomplishes what it sets out to, selling expensive items to wealthier clients, it does not push the message that the everyday consumer should invest in sustainability. Begging the question, does Aya Muse actually care about sustainability if only supermodels and those who can afford \$130 Baby Tees can contribute?

