

**Abstract:** This paper explores how fashion brands use cultural heritage and history in their marketing strategies, often repackaging them for profit without acknowledging the communities they stem from. It explains Cultural Appropriation (CA) and focuses on the role of power dynamics in shaping consumer backlash to it. Using a qualitative approach, I examine case studies of brands criticised for appropriating indigenous cultures, analysing how they justify their actions versus how consumers respond, especially through online visuals and text. Findings show that consumer reactions vary, depending on the historical relationship between cultures, highlighting the need to define and call out appropriation in its different guises. The study argues that businesses must consider historical context when representing the cultures they draw on. Overall, this research adds to the ongoing discussions on power and responsibility in cultural representation in today's commercialised world.

**Keywords:** Cultural appropriation, Cultural identity, Historical factors, Fashion industry, Cultural heritage.