

03

BEHIND THE IMAGE



FASHION AND BEAUTY PRESENTS ITSELF AS A GLOBALLY CREATIVE INNOVATION. YET, BEHIND CURATED CAMPAIGNS AND RUNWAY MOMENTS LIES A SYSTEM WHERE REPRESENTATION IS OFTEN SELECTIVE AND INCONSISTENT INCLUSIVITY.

INFLUENCE WITHOUT REPRESENTATION

“THE THINGS THAT I’M MAKING ARE NOT JUST FOR ME – THEY’RE FOR THE CONSUMER.” -WINNIE HARLOW

THIS SHIFT FROM MODEL TO BEAUTY ENTREPRENEUR REFLECTS A BROADER CHANGE IN HOW REPRESENTATION OPERATES WITHIN FASHION & BEAUTY INDUSTRIES. HER APPROACH CENTERS ON ADDRESSING GAPS IN PRODUCTS DESIGNED WITHOUT CONSIDERATION FOR ALL SKIN TYPES AND IDENTITIES.

MELLON PATHWAYS

NYLA LUNSFORD



GLOBAL INDUSTRY BUILT ON SELECTIVE VISIBILITY

FASHION IS SHAPED BY CULTURES FROM AROUND THE WORLD THROUGH DESIGNERS, MUSICS, & AESTHETICS THAT DRAW GLOBAL INFLUENCE. EQUAL ACCESS AND REPRESENTATION REMAIN LIMITED AS THE INDUSTRIES BORROWS FROM DIVERSE CULTURES.



“I’M PROUD OF THE RECENT CHANGES BEING MADE IN THE REALMS OF FASHION AND BEAUTY. IT’S AMAZING TO BE AMONG THE WAVE OF RULE BREAKERS FOR DIVERSITY. I KEEP HEARING THIS TERM ‘NEW NORM’ BUT REALLY, THIS WAS ALWAYS THE NORM; IT’S JUST BEAUTIFUL THAT IT’S FINALLY COMING TO LIGHT.” EVEN THEN, A STAR LIKE HARLOW STILL EXPERIENCES DISCRIMINATION IN THE BUSINESS, WHERE HIRING HER IS SEEN AS A CREATIVE AND COMMERCIAL RISK. CONVERSELY, WHEN ONE OF HER CAMPAIGNS DOES WELL, EVERYONE THEN CLAMOURS TO WORK WITH HER; INCLUDING THOSE WHO REJECTED HER BEFORE, SHE REVEALS WITH A LAUGH.



NAOMI CAMPBELL IS THE FIRST BLACK SUPERMODEL TO APPEAR ON *FRENCH VOUGE* AND *TIME*, BREAKING BARRIERS. THROUGHOUT HER CAREER, SHE HAS OPENLY SPOKEN OF RACISM AND INEQUALITY WITHIN. HER INFLUENCE TODAY EXTENDS BEYOND MODELING AS A KEY FIGURE OF DIVERSITY AND REPRESENTATION.

PERSONAL TAKES

THROUGH MY EXPERIENCE AS BOTH MODEL AND STYLIST FOR THE MODEL EXPERIENCE, BASED IN LOS ANGELES , I OBSERVED HOW ACCESS TO OPPORTUNITIES VARY WITHIN FASHION AND BEAUTY INDUSTRIES. WHILE PARTICIPATING IN MODELING AND CREATIVE DIRECTION , I NOTICED MY RANGE OF CASTING AND MODELING WERE OFTEN LIMITED COMPARED TO OTHER WOMEN ON THE PLATFORM. IN SEVERAL INSTANCES , INDIVIDUALS NOT OF MY APPEARANCE WERE OFFERED WIDER RANGES OF CAMPAIGNS & PROJECTS. THESE HIGHLIGHTED HOW SUBJECTIVE STANDARDS CAN INFLUENCE OPPORTUNITY DISTRIBUTION IN FASHION SPACES.



INTERVIEW INSIGHTS:

FLOWING RESPONSES ARE FROM AN ASIAN AMERICAN MODEL BASED IN NEW YORK, REFLECTING ON HER EXPERIENCE NAVIGATING VISIBILITY, AND BEAUTY STANDARDS ON SOCIAL MEDIA.

VISIBILITY AS A CREATOR: SOCIAL MEDIA HAS ALLOWED ME TO REACH A WIDE AUDIENCE TO CONNECT WITH COMMUNITY THROUGH BRAND COLLABORATIONS.

REPRESENTATION IS NOT ALWAYS FAIR FOR CREATIVES AS TRENDS PRIORITIZE AESTHETICS OVER ORIGINALITY. SOCIAL MEDIA OFTEN PROMOTES NARROW BEAUTY STANDARDS

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