Review

The article that I decided to review was found in Allure magazine. It is an interview with supermodel Gigi Hadid and it focuses on how she has gained success in the modeling world so quickly. The reason I chose this article is because I have followed Hadid’s career for a few years now and find her look fascinating.

I like to read fashion magazines because it is a place where I can just sit back and enjoy the beautifully crafted photographs and the semi-interesting articles about non important issues. Too often I feel bogged down by the real worlds problems and get discouraged about how we live in a terrible world ruled by manipulative people. I need a break from it. Fashion magazines such as Vogueand *W magazine* are my go to’s when I’m wanting to look at something beautiful or be distracted by trivial articles discussing things like, whether a model who is famous on instagram is even considered a ‘real model’ (it’s highly debated).

This interview with Hadid is written very well in my opinion. I was grabbed by the first few paragraphs and found myself getting emotional reading more personal stories that Hadid revealed to her interviewer. While I may be biased because I liked Hadid before reading this interview, I was left at the end of the article feeling like I know this girl and that she is someone who I admire now and want to root for! The writer focuses the article by constantly circling back to her main point, which is: why Gigi Hadid is so relatable and successful. She gives many examples why it is true, by either quoting Hadid or summarizing something that she has done in her career.

The lead engages the reader through word choice, the first sentence “Gigi is jazzed bout Zulu” has the reader enjoy the colorful word choice and also question who Zulu is and why she is jazzed about him or her. It is also a scene setting lead and paints the picture of how Hadid acts on set of a photo shoot. Further along in the first paragraphs the writer gives some background information on Hadid by including quotes from Hadid about her childhood that are relevant to what’s currently happening on set. However, she doesn’t go into her family history for another nine paragraphs, which keeps the reader interested by including more in the moment conversations and recent events in Hadid’s life toward the beginning of the article. The writer uses her own words when it comes to things about Hadid’s style and personality. She explains how Hadid has modeled for a number of high fashion brands throughout the world and how she has over 26 million instagram followers and what that entails for her reach to the public.

The sources and quotes the writer weaves in to the paragraphs are for comedic relief and to have qualified people talking about Hadid in their high fashion world. The writer quotes her 14 year old son describing Hadid, “She looks like a beautiful villainess.” While it is a nice quote and one that I agree with, it doesn’t necessarily have any strength behind it because it is just a boys opinion. She adds quotes from the cofounder of Mayflower entertainment and the cofounder of Mother Model management that describe Hadid as a brilliant when it comes to social media and keeping her fans interested. Also, praising Hadid’s down to earth persona, “Some of the other girls were surrounded by an entourage and seemed annoyed by the hair and makeup people. She’s the opposite: sweet and friendly and enthusiastic-such an engaging person, which a top model should be.”

The only weakness to this article may be the amount of sources. There were maybe four, not including Gigi, outside sources, and if there were more input by other people it is possible it would’ve given the article a more well-rounded feeling. Also, it would've strengthened the article if the writer could have met with Hadid at another location for a different focus of questions and not just basing the interview around the photoshoot that was about to commence.