

Black trans model Jari Jones fronts Calvin Klein's Pride campaign

In front of a massive Calvin Klein billboard in Manhattan, Black transgender model, actress and activist Jari Jones popped a bottle of champagne while her own likeness looked down over the city streets. The image of herself she was celebrating is part of Calvin Klein's 2020 Pride campaign #PROUDINMYCALVINS, which features a cast of nine LGBTQ models including Jones, who identifies as a transqueer lesbian.

"It has been such an honor and pleasure to sit in my most authentic self and present imagery of a body that far too often has been **demonized**, harassed, made to feel ugly and unworthy and even killed," she wrote on Instagram on June 23.

demonize 妖魔化

In 2019, "Pose" actor Indya Moore was chosen to represent the brand's Pride collection, but this marks the largest casting for a Calvin Klein Pride campaign ever.

The campaign comes at a time when Black Lives Matter protests continue around the world, along with demands for anti-racism and less **lip service** to **inclusivity** across multiple industries including fashion.

lip service 口头说的话

inclusivity 包容性

A statement from Calvin Klein said that each of the nine models featured in #PROUDINMYCALVINS were selected for their powerful yet relatable stories. Positive messaging about identity, allyship and self-appreciation surrounds many of the campaign images online.

"Embrace yourself from an earlier stage because the person you grow into is incredible," reads a quote by model Reece King, while queer pop artist Gia Woods says: "I think that's the best feeling in the world. To know that you could be a voice for someone and help them."