

For presidential elections in the beginning of the United States, candidates only had to worry about newspapers and what their platform was. In 1960, the first presidential debate was aired on TV. It was John F. Kennedy and Richard Nixon. Many watched it, but TV was still relatively new and many didn't have it yet leaving them listening to the debate on the radio. Afterwards, the people were surveyed. Those who watched the debate sided with John F. Kennedy. Those who listened, sided with Richard Nixon. The main reason? Looks.

Since then, society has gotten more looks focused than ever before especially in the last 10 years with social media. Filters and Photoshop have allowed average looking photos to be enhanced into a creative master piece. It has come to the point where people are more used to seeing enhanced photos than a regular photo. Beauty and glamour are more important now than ever.

A beautiful post gets more attention than a shocking one. A model will receive more attention than young children needing food. Unless, it is a picture of volunteer tourism, a new wave of social media images of young westerners going to impoverished countries and posting a photo with them and the locals. A post that brings more social media attention to the poster than to the locals in need. This has received some society backlash in recent years, but still persists.

However, there are several entrepreneurs who are combining their heritage and passion to harness this beauty trend to bring attention to the causes they believe in. Though there are many entrepreneurs who are bringing attention to the causes they believe in, these entrepreneurs specifically are fashion designers. They pair their passion of fashion with their heritage to create beautiful pieces. As savvy entrepreneurs, they know that they have to take these pieces online- to social media.

They are able to garner a lot of attention due to the beauty of the pieces. The continuing beauty of fashion is that, when it is bought and worn, those wearers will continue to post about the outfits and the original designer; therefore, spreading the designer's passion and heritage further.

There is a growing number of African heritage designers. Their colorful designs seem to be spreading throughout social media rapidly and, with their pieces, the many different African cultures. More and more people are learning about the variety of cultures that reside in Africa and the current situation.

In fact, besides fashion designers themselves, there is an increase in African-heritage professional models, showing, unrelenting, the beauty of where they come from. More and more articles and blog posts are roaming around the internet in regards to these models and their heritage giving more and more light to the variety of cultures that reside in Africa and the current situation.

Who could have thought that a simple election debate would have sparked a beauty trend that has no clear end. This 1960 presidential debate not only started the trend on looks, but also in fact, fashion in TV and Internet media. John F. Kennedy was very aware of how black and white TV worked. He specifically wore non-gray colors and make-up in order to stand out from the plain backdrop. Meanwhile, Nixon, did not wear make-up and wore a black suit. Fashion was just as important back then as it is now.

Luckily, for all the bright colors of African fashion, today's media is very colorful unlike the gray of 1960, which allows the beauty of African fashion and culture to come to life properly. These fashion designers are showing the wonders of Africa in order to celebrate, preserve, and promote the culture.

As the 1960 debate showed us, John F. Kennedy did end up winning the presidency over Richard Nixon; looks and fashion played a role and continues to play a role in governmental elections. It can also be observed that this is so significant in society's history that it is still taught in school, how fashion and beauty conquered elections, surviving throughout the years from 1960. From this, it is clear that these fashion designers are on the right path for their own African heritage. Fashion and beauty play a role in preservation and education of a culture in not just one country, but all over the world.

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