**Fashion Discrimination - Homepage**

*Motivations*

In 1904, German sociologist and philosopher Georg Simmel published an essay about fashion, not only about clothing but about the whole phenomenon affecting all modern societies. It is a cultural process integrating the individual and the economy. Fashion is about identity and a need for individuality favoring novelty. It is a way to establish social difference either by being “in”, indifferent or rejecting it. Any object, clothes, idea and habit can represent fashion according to Simmel. In essence, it is any field of social action where the process of individual formation and collective integration is conspicuous. It holds a strong cultural meaning behind it that is worth the analysis. The fashion industry, as we refer to on this website, is the global enterprise of making and selling clothes. Its market value is estimated at 3 trillion dollars which is 2% of the world’s GDP. Fashion involves each and every individual and has a powerful impact on our society and economy.

*Inclusivity in fashion*

Representation matters, we say. What we see on the covers of magazines, on TV screens and on the internet is a reflection of reality. Beauty, defined as a combination of shapes, colors or forms that pleases the aesthetic senses, especially the sight, is portrayed in the fashion industry more than in other industries. It reflects, in a way, our society’s expected beauty standards. We know that beauty is undefined and there is no answer to the question: what is beauty? Yet, its definition, resorted to maintain the European domination in terms of beauty standards. There is no need to call the others ugly, the exclusion and underrepresentation is sufficient to convey the message and to reproduce racist ideologies. We need to be aware of it. The thin, fair skin, straight hair standard is not anymore. Representation matters as cover of magazines aspire to picture and define beauty. In 2013, Naomi Campbell along with Iman and fashion activist Bethann Hardison formed the Diversity Coalition and launched a campaign to end racism on the runway. In an open letter to major fashion houses such as Chanel, Saint Laurent and Roberto Cavalli, they blasted them for casting only white models and contributing to racism. We decided to investigate on this topic by analyzing 18 years of Vogue covers from the US edition. Our data analysis is mainly based on colorism, which is a facet of discrimination based on skin color but there are many more facets that could be analyzed.

**19 Years of Vogue US covers**

*Vogue Brief History*

Vogue magazine, one of the most successful magazines to have ever been published, was created in 1892. The magazine has a total readership of 1,398,00 and is accessible to all ages. It is considered as one of the most influential publications in the world. Now owned by Conde Nast, the magazine is specialized in fashion and lifestyle for women and has 26 international editions. It is depicted as both a mirror and a shaper of modern life.

“Vogue has the power to make and break – whether it’s fashion trends, designers, models, and yes, even industry practices.” - Tyra Bank

**Retrospective**

*Fashion week statistics*  **Application

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*Vogue Bad Press*

Vogue has a long relationship with scandals and diversity issues as stated in the famous catchphrase “More issues than vogue”. The New York Times published in 2020 an article entitled “The White Issue” following the magazine’s September issue celebrating Black culture and the employee’s uprising saying the editor fostered a workplace that sidelined women of color.

“Vogue has not found enough ways to elevate and give space to black editors, writers, photographers, designers and other creators” – Anna Wintour

*Fashion week statistics*

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**Models Race**

*Going Further*

Cover of magazines, collection campaigns, photoshoots etc. are only appearances. Even though the change of mentality is showing more and more in the industry, the concrete changes are still cosmetic. As stated in a Business of Fashion study, when looking at the chief executives and C-suites of the biggest fashion companies, white males are in a majority.

“Diversity is being invited to the party; inclusion is being asked to dance.” – Verna Myers

**DATES**

In 1974, Vogue became the first magazine to feature an African American model the cover.

In 2018, Tyler Mitchell became the first black photographer to shoot for a cover of Vogue US

In 2017, Edward Enninful become the first black Editor-in-Chief for Vogue British