

This paper aims to discuss how the notion of slavery is still deep-rooted in Brazil's imaginary in visual culture and fashion. From 2013 to the present year, on four distinct occasions, visual culture and fashion were involved in debates about slavery images. I argued that the notion of slavery is still present in Brazil's history, add to this fashion and visual culture, and how the theorization of the myth of Brazilian racial democracy is often used to shadow racism and lack of diversity.

The fashion brands Maria Filó and Farm created patterns that depicted black people as slaves in Brazil. Maria Filó and Farm both stated that they took inspiration from French painter Debret (1768-1848) who was in Brazil between 1816 and 1831, as part of the French Artistic Mission. And the most recent controversial (February 2019) involved Brazilian Vogue editor Donata Meirelles who threw a party to celebrate her birthday based on images and costumes from slavery. Meirelles was photographed sitting on a chair that is clearly associated with the Colonial period and slavery, and she was sided by two black women wearing traditional costumes also associated with slavery. A couple of days after the editor resigned from her position.

Vogue Brazil, although, published in May 2013, a spread called Glamour Old School featuring a white model depicted alongside black models dressed as maids. In one of the pictures, the blond model in the upper step is surrounded by four black women (maids) in the lower step, and in the other, a black woman is helping her to dress her coat. The same issue put the model Naomi Campbell on the cover as a celebration of the black model.

The images from the Glamour Old School resembled the old photographs from black women (slaves) taking care of their owner's kids or helping their owners to dress while the pictures of the model Gisele Bündchen is the most iconic pictures of Brazilian fashion around the world.

These events show that Brazilian Visual Culture and Brazilian Fashion are still deep-rooted influenced by the visual culture and imaginary from the Colonial/ Slavery period. Brazil was the last country to abolish slavery in 1888. The country is also known for having the largest brown and black population outside the African continent, and for have forged the myth of racial democracy in which Brazil tries to demonstrate that the country could be a place where racism and all the conflict generates towards is does not exist.