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Critical Argument Paper #2

Modernity is what it actually is to be modern and how one can be. Modernity is a complex subject that's intertwined with so many aspects of our lives, some we're aware of and some we're not. It affects the cultural, social, economic and technological changes. It typically defines a period in history known and highlighted by remarkable transformative adaptations and advancements in each of these aspects. Modernity dates all the way back to the industrial revolution. The industrial revolution introduced new concepts like the railroad, shipping, electricity and natural resources. This introduction of new technologies and concepts really just kicked off everything that had to do with innovations and new ideas after a new idea kept coming up. In the early 20th century, during the 1900s so much was changing at a rapid pace too. And this is what it meant to be modern back in the 1900s was the progressive and new movements and innovations occurring day after day.

For example the Wright brothers taking flight in 1903 was a huge movement and a step taken towards modernity. Modernity is often characterized by comparing modern societies to premodern or postmodern ones and when observing and analyzing these differences, one can really tell how modernity has shifted societies and how the definition of the word keeps redefining itself. This concept, modernity also started to be used by the beauty industry because beauty companies/ businesses started to open up factories and companies and be more open about what they have to offer and how these products and services can be of help and use to the

women in the 1900s. The beauty industry saw an opportunity and took it when modernity started to become more popular and was causing evident change to every industry and aspect in life at the time whether that be societal, cultural or technological but what was certain was that it was promoting and creating innovation. The beauty industry grabbed the opportunity to also boost itself and attempt to thrive while other businesses and innovations were thriving. A few notable brands that were able to make a name for themselves were estee lauder which was one of the first cosmetic brands to be sold at saks fifth avenue. Chris Revson who started out by selling nail enamel and when proved that nail enamel was effective, he then started the now iconic Revlon cosmetic brand alongside his brother. Another influential figure in the beauty industry at the time was Helen Rubenstien, she was already accomplished by 1915, succeeding in opening beauty salons in Paris, London and melbourne. One of her most popular and early on innovations was inventing the concept to categorize the women's skin into four different types, normal, dry, oily or combination and going as far as creating products best suited for each type. This was a pretty revolutionary innovation because nowadays knowing which type your skin is a prerequisite in anything skin related like when shopping for makeup. It is also a crucial factor for when getting a facial or buying skin care because using products for a different skin type other than your skin can make or break your skin appearance. This relates to what it means to be modern. Being modern today is knowing all the latest advancements in every aspect that affects our daily lives and being up to date with the most recent technology, embracing diverse and different perspectives even if it's a little complex to one to understand. Being conscious about the environmental surroundings and how sustainability makes a huge impact on our lives today and our earth in the future. Modernity today is being proficient in all new innovations and most

importantly being aware and caring of what's going on in the world around us. Being modern today is a little complicated and a broad term because being modern translates differently in different societies, cultures one's opinions on certain topics. It changes everyday because as long as we're living on earth, changing and evolving so does the definition of being modern. Being modern in the beauty industry today is all the new innovations we're witnessing and beauty brands are expanding and making transformations to cater to the beauty industry consumers. For example websites like sephora and ulta have this face feature where while shopping for makeup one is able to try it one to see what shade of lipstick suits them the best or what shade of foundation matches their skin tone. This is an amazing creation because it saves shoppers the hassle of having to go to the store to try the makeup on and the need to return an item because they've tried it and already are familiar with the way it'll look on their faces. Another trend that we've seen a rise in is the no makeup makeup look, which is all about embracing one's natural beauty. It's the use of makeup and beauty products not to alter someone's features but to enhance what they already have. Which made beauty products like skin tints and glowy facial products more popular because the intent is not to cover with full coverage foundations but to have a glowing, more youthful appearance.

References:

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