

Beauty industry

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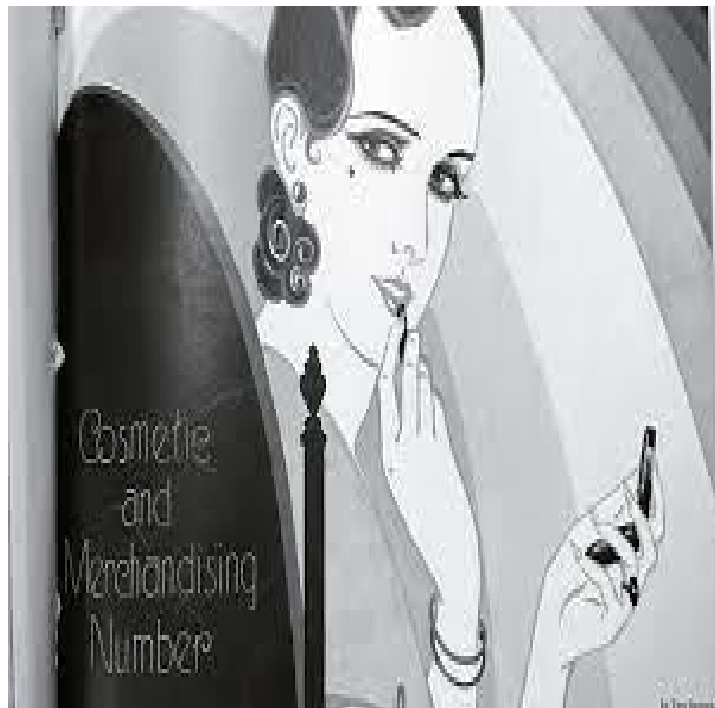
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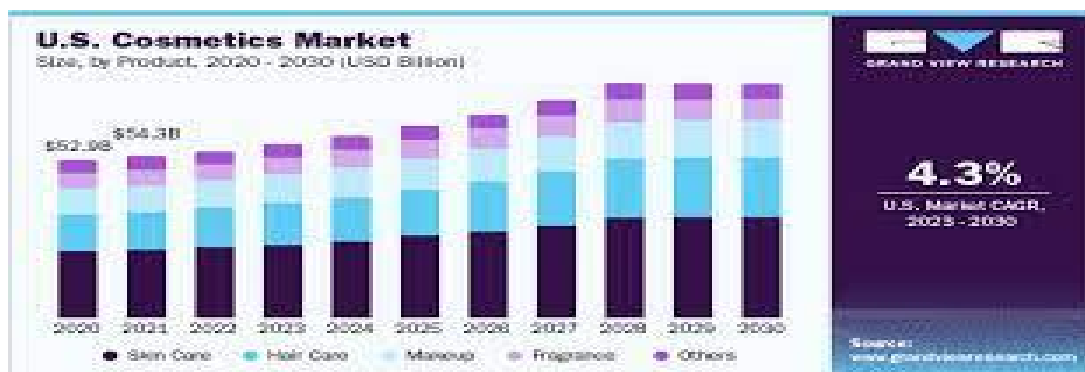
In the early 20th century, the concept of modernity underwent a significant transformation, shaped by rapid industrialization, technological advancements, and shifting societal norms. Medium states, “The emergence of mass production, urbanization, and increased global connectivity influenced how individuals perceived themselves and the world around them” Medium (2019). This era departed from traditional values and customs, giving rise to a more forward-thinking and progressive mindset.



The beauty industry played a crucial role in reflecting and promoting these modern ideals during the early 20th century. With the introduction of innovative beauty products, such as mass-produced cosmetics and skincare formulations, individuals had new ways to enhance their appearance and express their style. Medium states, “The emphasis on a more natural and

youthful look became synonymous with modernity, as society moved away from rigid Victorian beauty standards towards a more liberated and individualistic approach to grooming and fashion” (Medium 2019).

Today, the notion of modernity has evolved to encompass a broader and more diverse set of values and aesthetics. In the age of social media and digital interconnectedness, beauty culture has become increasingly democratized, with a greater emphasis on inclusivity, diversity, and sustainability. Mckinsey states, “Brands and influencers alike leverage these values to communicate what it means to be modern in the 21st century, catering to a more discerning and socially conscious consumer base” Mckinsey, (2023).



The beauty industry today communicates modernity through a variety of channels, from advertising campaigns and product packaging to social media content and influencer collaborations. Brands that prioritize inclusivity and diversity in their marketing efforts convey a sense of modernity that resonates with consumers seeking representation and authenticity in beauty standards. By featuring a wide range of skin tones, body types, and gender identities in their promotional materials, these brands challenge traditional notions of beauty and promote a more inclusive and aspirational vision of modernity.

Similarly, the focus on sustainability and ethical sourcing in the beauty industry aligns with contemporary values of environmental consciousness and social responsibility. Consumers are

increasingly drawn to brands that prioritize ethical practices and transparent supply chains, reflecting a broader shift towards conscious consumerism in modern society. By incorporating eco-friendly packaging, cruelty-free formulations, and recycling initiatives into their products, beauty brands signal their commitment to sustainability and appeal to modern consumers who value integrity and accountability.

Influencers and celebrities such as the Kardashians and other celebrities also play a crucial role in shaping modern beauty standards and trends, using their platforms to promote authenticity and self-expression. NIQ, “By sharing personal stories, beauty tips, and behind-the-scenes glimpses into their lives, influencers humanize the beauty industry and connect with audiences more personally” NIQ, (2012). Their influence extends beyond traditional marketing strategies, allowing them to set new standards for beauty representation and redefine what it means to be modern in an ever-evolving cultural landscape.

In conclusion, the evolution of modernity in the 20th century has had a profound impact on the beauty industry, shaping how beauty is perceived, practiced, and marketed to consumers. From the early 1900s to the present day, the concept of modernity has continued to evolve, reflecting broader societal changes and shifting cultural attitudes towards beauty and self-image. As the beauty industry adapts to meet the demands of modern consumers, it will be interesting to see how these values and aesthetics continue to shape the future of beauty culture and redefine what it means to be modern in a rapidly changing world.

References

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