

Naja Barber

## Trend Forecasting & Social Media

As you can see in the image below, there are so many things wrong. Before that is explained this picture is from the show America's Next Top Model which was created by supermodel Tyra Banks. This show opened the doors for models to begin a fashion career. But it was also known to have some questionable and negative content in some episodes. For this photoshoot, the models had to represent two different cultures by their clothing, head pieces, and even their skin color. One model who is white was not only painted a darker skin which is basically blackface. But, also dressed in a native American head piece and a red dot on her head. Another model who is Asian was also painted in blackface and wore a head piece and necklace that was supposed to show Batswana and Polynesian culture. This whole concept is problematic, ignorant, and even racist. This was targeted to viewers who watched the show, and I am pretty sure people from these cultures were offended after watching. The concept could have been better if every model represented their own culture and race, instead of changing who they are to imitate someone else's culture. Overall, this photoshoot concept was not the best idea and is unacceptable.



Lauren, A. (2010, July 24). *America's Next Top Model*. Bella Petite ®.

<https://bellapetite.com/americas-next-top-model-follow-up-and-advice-with-sundai-love.html>

