

Tania McDonald

Intro to Fashion

Dr. Woods

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Introduction

My name is Tania McDonald, I'm a Technology of Fashion major at City Tech. When I was growing up I always wanted to become an entertainer. As a young girl, I was a "busy body", always singing and dancing around the house. It wasn't always like this though. Once I entered seventh grade my dreams changed. I realized that I wanted to become a lawyer instead of an entertainer. I grew interested in ongoing cases and I became a part of this criminal justice club in my middle school. My family completely supported that decision because of the financial benefits of it; Everyone believed that lawyers make a lot of money. Everything took a turn for me

once I became a senior in high school. Senior year was the moment that I actually had to think about my future realistically. I realized that I wanted to be an entrepreneur. I thought about my love for styling and fashion in general. After overthinking everything I realized becoming a Technology of Fashion major was the best choice to take me where I needed to go.

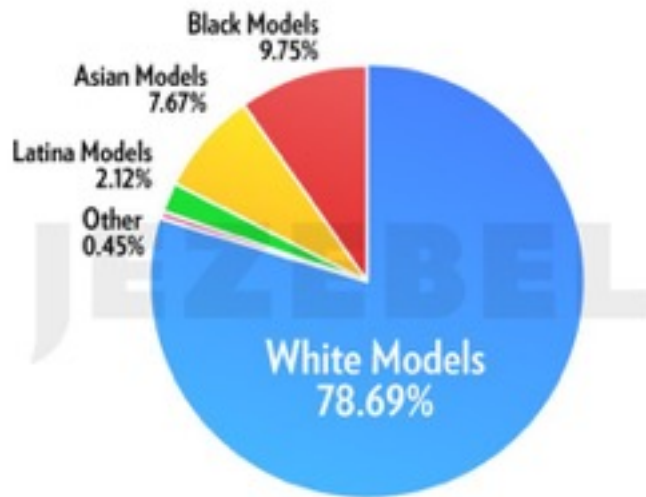
Growing to love your Natural Hair

Black women should love their crowns instead of trying to change it. When I was a child, I used to think that only straight hair was beautiful. My mother and all of my idols had straight hair. Before I knew it my hair was chemically permed. I took trips to the hair salon every two months in order to keep up with my hair. I finally felt beautiful and somewhat comparable to the models I've seen on television. Years later, the actress Lupita Nyong'o gained my attention, I was fascinated by her hair. My mother also started to grow her hair out and I loved the curls and asked her to stay natural. She did. Once my mother went natural her confidence level seemed to increase right before my eyes. She started experimenting with colors and different makeup ideas. I didn't decide to go natural until my senior year in highschool. Everyone who knew me personally knew that I loved my weave and straight hair. Once i cut off all of my perm ends I was lost. I didn't have one clue on what to do with my hair. I felt ugly. Months later, I eventually learned how to take care of it and decided to go natural and i'm now happier than ever. The lack of natural hair representation in the fashion industry is caused by societal norms. The standard of beauty has always been represented by caucasian people.

The “Dark side” of the Fashion Industry

Being black in the entertainment industry for the past few years has become increasingly more favorable, we're envied for our unique style, our outgoing attitudes and our kinky hair. This is all the positive that people speak about. However, what everyone doesn't speak about is how we have been mistreated and put on the back-burner because of our skin and our background. From the outside looking in, it seems like African American models have been glamorized in social media today. Believe it or not they are being mistreated behind the scenes. In the the article “Black Like Me: Dark Skin Models & Discrimination by Janell M. Hickman, 2018 I learned about the different ways that the black models are treated. A model named Khoudia spoke about “brands making black girls a trend”. I could relate to that idea because once a large amount of people agree to something, then it's considered correct. Black people have had a profound impact on the way that people dress. We are notorious for sparking fashion trends and doing so in an unapologetic manner. Being black has recently surfaced as a trend, when it should not be. We are people and we should be treated as such, regardless of if we're doing good or bad.

Models of Color at New York Fashion Week



Fall-Winter 2014 Season

Consumers reactions to black girls in the fashion industry

As a model you're supposed to know how to market yourself and sell yourself. It should be clear to the consumer what you bring to the table. If they don't see your worth to their company, then you are pretty much useless to them and your application goes straight into the garbage. Being a model is far more than just putting on clothes and taking pictures, because anyone can do that. A model needs to be bold and confident. When modelling you have to do many poses and if you're not confident in your skin then those poses won't have any meaning behind them. This black girls come in to play. Black girls that are confident in who they are, and what they come from are perfect candidates for this. Cynthia Hurst, a young African-American

model from the 80s, was acknowledged in the 1982 June cover; being called “One of the most beautiful young models I've seen”.

How to create a comfortable environment for everyone

Earlier, I spoke about the lack of makeup and hair ideas for African American models. In order for change to be made, everyone has to educate themselves on black beauty. I believe that the makeup artists should have a wide variety of shades to choose from regarding each model's skin complexion. When it comes to makeup I believe that you can't be a true artist unless you can enhance anyone's face. You should be skilled in all shades and colors. You shouldn't be afraid to work with different faces. Hair stylists have to study how to style and take care of curly/kinky hair. I believe that before a fashion show or photoshoot takes place a hair stylist should be prepared for everyone. They should be able to make sure that everyone looks presentable. Instead of panicking when a black girls sits in their chair. In previous years, stylists would go straight for the flat iron when it came to styling. Hair stylists have to expand their ideas of beauty and start learning how to handle the diversity behind black hair. In the article “Natural Hair BOOM” by Jacqueline Holness she stated that “the black hair care industry has been reported to be a multibillion-dollar industry”. In her article she gave examples of the different black hair care products that could be used. She also spoke about how they are doing on the market at this moment. Hair stylists should focus on those informational readings and learn from them.

Citations

Hickman, J. M. (2018, March 13). Black Like Me: Dark Skin Models Get Real About Discrimination In Fashion. Retrieved from <https://www.bet.com/style/beauty/2018/03/13/BlackLikeMe1.html>

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