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BUF 1101 Final Project

“Racism In The Modeling World”

-Avoid to Choose Asian Models.

INTRODUCTION

Nowadays, there are lots of issues that are related to diversity in the fashion industry. Body size, race, social class, religion, gender, cultural, skin, nails and etc., those are the issues that exist in the fashion industry right now. Those issues bring people both advantages and disadvantages. I'm interested in several topics, but the topic I'm most interested is race. Nowadays, a lot of people and a lot of things are treated differently because of their race. Have you ever been treated differently? One of the main reasons I'm interested in this topic because I've been treated differently, just because I'm from China. I believe one of the most common words many Chinese hear when they are discriminated against on the street is to "Go back to China." I felt sad when I hear that. So, I think in the modeling world. There are lots of (Asian) models are treated differently because of their race. In addition, I believe that one of the most common words many Asian models hear is to "Avoid to use Asian models." When they hear those words, I think they have the same feeling as me. My title is "Racism in the modeling world. 'Avoid to choose Asian models.'" In my knowledge and understanding, racism is prejudice, discrimination, or antagonism directed against someone of a different race based on the belief that one's own race is superior.



THEN



Important & Manifests In The Fashion Industry

I think this issue has become more and more important because every model who from Asian is likely to face this problem. In my opinion, this is unfair to the Asian models. Every model should have the equal chance to compete because every model worked hard to prepare for every opportunity to present themselves. But many casting directors turned down Asian models because of their race. It is unfair competition, and also is a kind of disrespect of them. And I often see those things happen through Weibo or News. I remembered that I had seen the article, it says “American model casting director James Scully often heard people say, ‘our black and Asian casting director was told face to face not to choose Asian models.’” And “We treat them like this and abandon them, but we are no longer sensitive.” I think this is unfair to the Asian models because they have their own rights to choose the jobs that they want to do. And I also think those casting directors are inhuman because they abandon them and unfair treatment, they still not sensitive. Although they said “Avoid to choose Asian models”, some magazines still will choose Asian models, like《VOGUE》and etc.. But each time they choose some “unique” look to present what an Asian model look like and please don’t select Asian models with big eyes and a flat nose every time, that’s the real stereotyp, and that’s the naked racism.

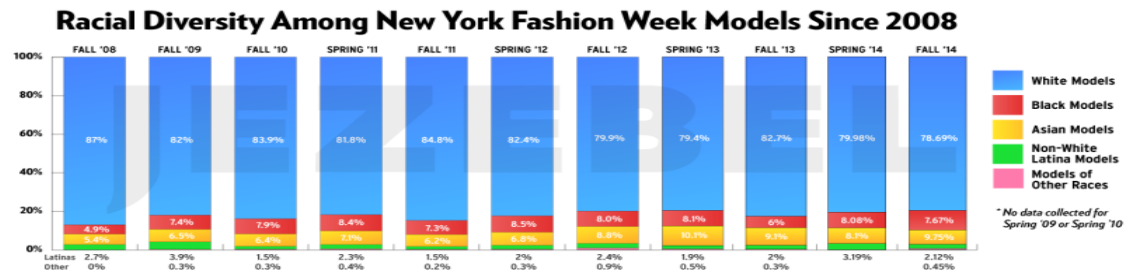


(Examples of Asian models with big eyes and a flat nose)

Impact On The Fashion Industry

My topic is about racial discrimination in the modeling industry, especially for the Asian models, which is not only disrespect to people of different races, but also affects the diversity of fashion, because now is a pluralistic society, people want to see something different, instead of just looking at the same thing (for example, a brand models were all white), which will make people feel boring, do not have any "surprise" and fashion people may not focus on the clothes when they saw a show. James Scully, a model audition director, said in a BuzzFeed article. "The Dior models were all white, and I felt like it was intentional. When I saw the show, it annoyed me and I could barely focus on the clothes." Eleanor Morgan, in her article "models of color still underappreciated in fashion," said that "the entire fashion industry lacks racial diversity. Even when some big names started pointing out the problem, there was little relief. Last year, for example, James Scully publicly criticized the use of white models by YSL, Louis Vuitton, Chanel and Dior. The London show was slightly better, with Tom Ford, Burberry and Topshop all using models of colour. But in the fashion world as a whole, people of color still don't have a high status." And "Of all the models on the catwalk at New York fashion week, 78.69% were white." The author explains that while many people have pointed out this question about racial diversity, there is still no answer to figure this problem and many brands and magazines still put white models first. I think it always takes time to change something, the fashion industry still needs more people of different races to work together.





Impact On The Consumers

Nowadays, many brands invite models to shoot advertisements or magazines to promote their products. Some consumers will choose to buy their products just because they admire the model. Some brands want to enter into Asian market, they will choose Asian models promotional videos to attract more Asian consumers to buy their products. Although this is a good idea, they should know about the Asian culture before you do it, don't do something about "insulting" the Asian culture, otherwise you will get the opposite effect, and you will make people hate and boycott your products. Emotion is the core of marketing. Consumers buy things emotionally. When some brands do something to make consumers feel that they are not happy or angry, they will refuse to continue to use or buy anything in this brand, for example, last November, D & G only because of its fashion show in Shanghai taken by leading propaganda film "up the chopsticks to eat, let an Asian model learning with chopsticks to eat pizza and spaghetti," and with "stick" to describe the chopsticks, introduced in the film "the tableware of how the shape of the little sticks, to eat Italian great tradition Margaret pizza", and caused strong dissatisfaction of Chinese Internet users, and then, A Chinese netizen even posted a private message on social media between himself and Stefano Gabbana, one of Dolce&Gabbana's founders and designer, on Instagram. In the conversation, the designer not only showed no intention of self-criticism to the Chinese people, but also responded with "China is a shit country, we can still live well

without you". This insult directly angered the Chinese, who resolutely rejected the D&G brand. Dolce&Gabbana was blocked by the Chinese e-commerce boycott, and the brand's online sales channels in China were almost completely cut off.



My Position (Conclusion)

In my knowledge and understanding about the fashion industry is complex. I think casting directors should choose models of other races, not just to choose the white models because the fashion industry needs diversity and needs to work with people of different races. And if a brand really doesn't want to pick an Asian model, don't say face to face and say something to discourage them, such as "not to choose Asian models" or "avoid to choose Asian models."



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